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THE NATIONAL NEWSPAPER OF MARKETING

FTC Adds 'Unfair' Ad Category to Its List for Policing

Tool Has Been 'Resting Quietly on Shelf,' Dixon Tells Proprietary Assn.

WHITE SULPHUR SPRINGS, May 16—Federal Trade Commission Chairman Paul Rand Dixon said today that his commission is going to be looking at "unfair" as well as "deceptive" ads and business practices.

In a speech before the Proprietary Assn., the new FTC chairman said the "unfair" provision of the FTC act is "one of the tools which have been resting quietly on a shelf in the FTC workshop.

"We have now taken them down and are readying them for use," he declared.

Other fields of FTC interest which he stressed in his speech—his third on advertising since taking office—included:

• 1. Determination to use injunction and criminal proceedings against drug ads in appropriate cases.

• 2. Increased use of mail investigations in order to collect information quickly and cut down the loss of time in bringing cases.

• 3. A campaign against drug companies which misrepresent the quality control standards used in their factories.

• 4. More moves against drug advertisers to require affirmative disclosures where half-truths are deceptive and confusing. Particular emphasis is contemplated, he indicated, to assure that purchasers get full information about limita-

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Continental Enters Retail Cigaret Field With Detroit Test

DETROIT, May 18—Continental Tobacco Co. will jump into the retail cigaret scramble June 5, using a six-week market test in the greater Detroit area to launch three king-size cigarets.

Continental will spend $247,000 in radio, television and newspapers in six Michigan cities to introduce the smoking public to Continental, a filter tip; de Menthe, a mentholated brand; and Ascot, a plain tip.

The Detroit test will mark the first time the Huntington, W. Va., mail order house has ventured into the crowded retail cigaret market. Continental has been selling these three brands, plus three others, by direct mail.

Continental plans to sell its cigarets in supermarket chains, independent groceries, drug stores and vending machines.

■ A. L. Jacobson Co., Detroit management consultant, has been engaged by Continental to handle the national marketing program. Mr. Jacobson told ADVERTISING AGE that Continental is aiming for 0.5% of the retail market in the Detroit area, or about $1,000,000 in retail sales, during the six weeks.

Plans for retail distribution in other parts of the country will hinge on the success of the Detroit test, he said, adding that several other metropolitan markets are under consideration for eventual expansion.

The company's hopes for cracking the retail field center around a 15¢ "dividend cheque" in every carton, redeemable on any allowable merchandise in the store.

The merchant, in addition to the extra 15¢ sale, also will get a 10¢ handling fee on each coupon. In addition, he will get the coupons

(Continued on Page 116)

Who put the men in menthol smoking?

MEN—*Philip Morris' Alpine gets the classic Leo Burnett Co. treatment in a "biggest ever" push starting Monday, May 22, in newspapers, magazines, radio and tv. This is Burnett's first effort for Alpine since the brand left Doyle Dane Bernbach.*

U.S. Is Nearly Ready to Select Tourism Agency

$3,000,000 Account Will Involve Ads in 12 Promising Countries

WASHINGTON, May 18—With Congress ready to put its final approval on plans for an overseas tourism program, the Commerce Department was preparing this week to go about the touchy business of picking an advertising agency.

The problems involved in selecting an agency have been carefully studied for some time, according to William Ruder, the department's top information executive. Mr. Ruder says he believes the department has worked up such rigid criteria for the selection that there need be no fear that the selection will be based on anything other than merit.

(Continued on Page 12)

$10,000,000 Chesterfield Account Shifts to JWT

Duke, Oasis Brands Also Move to Thompson After 5 Years at McCann

NEW YORK, May 19—Liggett & Myers moved its $10,000,000 Chesterfield, Duke and Oasis accounts out of McCann-Erickson yesterday and assigned them to J. Walter Thompson Co., effective Aug. 18. (L&M filters remain with Dancer-Fitzgerald-Sample.)

The announcement came just about five years after the acquisition of the account by McCann, after Liggett & Myers had been with Cunningham & Walsh for 37 years.

It was understood that Liggett & Myers had recently been talking to agencies, and that among the agencies they had conversations with were Compton Advertising, Young & Rubicam and Ogilvy, Benson & Mather.

■ Behind the switch lay a simple fact: Liggett & Myers brands haven't been maintaining share of market against R. J. Reynolds, American Tobacco and rising Philip Morris & Co.

In 1960, Liggett & Myers sales fell 2.1% to $543,172,587—while competitors showed gains.

Late in March, William A. Blount, president of Liggett & Myers Tobacco Co., told a stockholders meeting that sales and earnings would be down for the first quarter of 1961 and "it's most humiliating to us." He took some of the blame himself, pointed out that Liggett & Myers pays the highest dividends of any tobacco company, and said Chesterfield kings and L&M filters were showing some gains.

■ Last fall, Mr. Blount reported glumly that Oasis wasn't holding its own in the burgeoning menthol field (in 1960, it had about 20% of the share of market en-

(Continued on Page 115)

FCC Queries Nets on Non-Standard Affiliate Contracts

WASHINGTON, May 18—In another move to look into relationships between networks and affiliates, the staff of the Federal Communications Commission asked networks this week for detailed information about non-standard affiliation contracts.

The commission staff started by asking CBS for information about the new incentive contracts which it is planning to offer affiliates in the future.

(Continued on Page 115)

National Price Ads Pay: Chrysler; Shows Sales Rise as Industry Dips

DETROIT, May 17—The Chrysler-Imperial division of Chrysler Corp. is gambling nearly all of its current advertising budget on a national price ad campaign, and the gamble seems to be paying off in a healthy rise in retail sales.

The campaign began Feb. 10, when the division broke the first of its national ads featuring a Chrysler Newport four-door sedan for a suggested retail price of $2,964, exclusive of destination charge and state and local taxes. Since then, the division's sales curve has shown a steady upward trend.

"Some of our biggest dealers told us we couldn't do it," said C. E. Briggs, Chrysler Corp. vp and general manager of the division. "They said they had tried specific price ads, using a price even lower than $2,964, and they told us their promotions had flopped."

But the two things that have made the Chrysler "2964" campaign pay off, explained Mr. Briggs, have been the national character of the ads and the fact that this model actually is available in dealer showrooms.

■ "People tend to believe a national ad, placed by the factory," he said, "where they might doubt a dealer price ad. And when they charge into the showroom and demand to see the car, they are surprised to find that there really is a full-size Chrysler priced at $2,964."

Proof of the success of the campaign, he added, can be seen in the division's sales figures, which show a 12.4% increase since the campaign began. Because dealers

(Continued on Page 12)

Rumor Wouldn't Die . . .

American Airlines on the Wing; Y&R Loses $6,000,000 Account

BBDO, Bates, DDB, Lennen & Newell Vie for Carrier's Business

NEW YORK, May 19—American Airlines visited Ted Bates & Co. yesterday as it began screening four agencies for its $6,000,000 account.

Young & Rubicam, which took over the account on June 1, 1959, will lose the business Aug. 15. The other agencies in contention are Batten, Barton, Durstine & Osborn; Doyle Dane Bernbach; and Lennen & Newell. Ogilvy, Benson & Mather had been a contender, but David Ogilvy withdrew from contention today.

When American switched from Lennen & Newell to Y&R two years ago, the move followed on the heels of Charles Rheinstrom's return to the airline as exec vp in charge of sales. Seven months after he picked Y&R, Mr. Rheinstrom left American to rejoin the J. Walter Thompson Co.

Rumors that the account might change agencies picked up velocity last year when C. L. (Bill) Smith left Lennen & Newell to join BBDO. Mr. Smith, who supervised the airline account at Ruthrauff & Ryan and then at L&N, is the brother of C. R. Smith, president of American Airlines.

The rumor got a new lease on life two months ago when Thomas J. Ross Jr. came over from Lennen & Newell to become advertising director of American. Mr. Ross worked under Bill Smith on the American account at Ruthrauff & Ryan and then at L&N.

Mr. Ross never made any secret of his admiration for Bill Smith as an adman, nor of his high opinion of the advertising produced by Mr. Smith while both were servicing the American account.

C. R. Smith is known to take an active interest in American's advertising. Earlier this year he wrote, word-for-word, an Astrojet

(Continued on Page 116)

Last Minute News Flashes

Blair Departure May Hint Drop in Chrysler TV Use

DETROIT, May 19—James Blair, broadcast account executive on the Plymouth account at N. W. Ayer & Son, has left Ayer to join WWJ-TV, Detroit, as a producer. This move lent credibility to reports that Chrysler Corp. is not planning to replace the Lawrence Welk and Garry Moore shows, though, as ADVERTISING AGE went to press, Chrysler said it had not made up its mind. If the two shows are not replaced, the tv billing losses would amount to more than $8,000,000 for Ayer, which has Plymouth, and $7,000,000 for Batten, Barton, Durstine & Osborn, which handles Dodge.

Pittsburgh Plate Cuts Field to JWT, Ketchum

PITTSBURGH, May 19—Pittsburgh Plate Glass was understood today to have narrowed its new agency search to J. Walter Thompson Co. and Ketchum, MacLeod & Grove. The account, now with Batten, Barton, Durstine & Osborn, bills about $2,500,000. Other agencies which made presentations were Compton Advertising; D'Arcy Advertising Co.; Maxon Inc.; and Young & Rubicam. The new agency will be announced by June 1.

Seagram Shifts Leroux Brand to Daniel & Charles

NEW YORK, May 19—The House of Seagram has switched advertising for its Leroux cordials from J. M. Korn & Co., Philadelphia, to Daniel & Charles, New York.

(Additional News Flashes on Page 115)

TV Networks Lock Up Fall Schedules Early at Cost of Program Flexibility

By Maurine Christopher

NEW YORK, May 18—Any advertiser with nighttime network tv dollars left to spend won't have any trouble getting rid of them.

Some hour-long shows which the networks have locked into the 1961-'62 schedule to ride rating trends and knock out competition are still waiting for sponsor nibbles.

Again this season, cool advertiser reaction to much of the inflexible schedules causes wonderment about the nets' basic programming strategy. With autumn far off, they commit themselves to expensive hour series, sometimes before they have sounded out buyer reaction to the packages. Invariably, some big ones have to be sold at bargain prices.

■ Why the rush? One wonders why the network programming moguls don't wait to see what promising programs might be ferreted out by advertisers and their agencies, at least for some time periods. The networks might even leave some room for bright ideas that might burst forth from some creative programming man between May and September.

A maddening aspect of the television business in recent seasons has been that, while networks have "locked in" shows that go begging for backers, advertisers and agencies, and perhaps talent agents, may have complete programs, including sponsors, and still be unable to find a place for them. Latest victim of this tv quirk is George Gobel, who reportedly had P&G ready and raring to sponsor his new show. ABC held out for "Margie," a situation comedy based on a long-ago movie. P&G went along and bought the ABC-controlled "Margie" in preference to Mr. Gobel's latest tv offering.

Why are copies of already overtaxed formats or longer versions of old shows so enticing that the networks can't resist rushing to sign them?

Another 'Wagon Train'

"Wagon Train" is great for NBC and a full lineup of sponsors, so CBS will go on the road in a wagon with "Frontier Circus" in the fall, but so far no sponsors are signed. CBS tried holding out against the rush to minute participation selling, but agencies can get minutes on this one for about $30,000—a cut-rate that spells a loss for the network.

■ Television already teems with investigators, but CBS has installed "The Investigators," an insurance pair, in the Thursday 9 p.m., EST, spot. There have been no takers at approximately $30,000 per minute.

Other partly or wholly available CBS nighttime shows include "Pete & Gladys," an off-shoot of

(Continued on Page 12)

Auto Makers Seek Flexibility in TV Purchases: Moore

PHILADELPHIA, May 16—The automobile industry is not pulling in its horns in the purchase of radio flexibility in programming, Wendell "Pete" Moore, advertising manager of the Dodge division, Chrysler Corp., told the Philadelphia Television & Radio Advertising Club last week.

Mr. Moore said that automobile manufacturers are seeking new audiences in new markets and, consequently, must have flexibility.

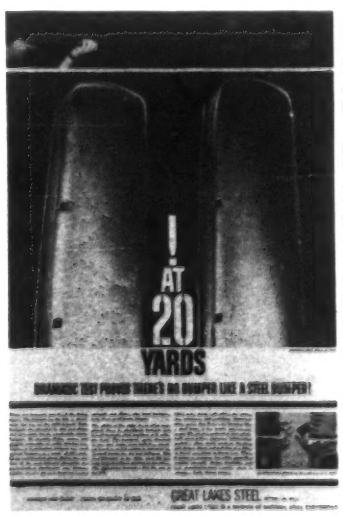
"We could be clobbered by living out a 52-week contract," he added.

■ He went on to describe modern marketing as meeting the customer's needs and desires, saying that he feels advertisers could profit by spending less time studying their products and more time studying their consumers.

Mr. Moore also urged business men to be more original in their marketing practices and even to poke fun at themselves.

He pointed to the Dodge ads and radio spots in which the company boasts about losing the recent Mobilgas Economy Run.

■ Murray Arnold, WPEN, was elected president of the club for the coming year. Other officers elected were Edward Papazian, Gray & Rogers, vp; Morton Simon, an attorney, vp and counsel; Lewis Klein, WFIL, treasurer; and Mrs. Doris Stewart, free lance writer, secretary. Walter L. Tillman, *TV Guide*, immediate past president of the club, became board chairman.



BATTLE—*The aluminum-steel bumper battle is beginning to heat up with this second in a series of newspaper ads by Great Lakes Steel Corp. (AA, May 15), via Campbell-Mithun. Meanwhile, Reynolds Metals (Clinton E. Frank) will revive its Rusty & Salty radio commercials, angled at auto execs, on Detroit stations starting Monday, May 22.*

Barney Link

Harley Procter

Link, Procter Named to AFA Hall of Fame

NEW YORK, May 18—Two advertising pioneers, Barney Link and Harley Procter, have been elected to the Advertising Hall of Fame, sponsored by the Advertising Federation of America.

Mr. Link spent most of his ad career in the outdoor advertising industry and was instrumental in organizing the Outdoor Advertising Assn. of America. In 1904, he also was one of the founders of a predecessor organization to the AFA. He was active in advertising until his death in 1917.

■ Mr. Procter started out in his family business, Procter & Gamble, as one of its three salesmen. He early realized the sales potential of advertising and, as far back as the 1880s, he used page ads when most companies were still using small notices. He brought out the best magazine illustrators of the day for his ads and initiated the use of testimonials, verse and humor as well as premiums and attractive packaging. He also named Ivory soap and coined its slogan "99 44/100% pure." He died in 1920. #

National BBB Makes Denver Unit Cutoff Conditional Oct. 15

NEW YORK, May 16—The Assn. of Better Business Bureaus has granted the Denver Area Better Business Bureau a postponement of its suspension as a member until Oct. 15 (AA, May 15).

The postponement of the suspension was made after officials of the Denver group at the 47th annual conference in Phoenix expressed a willingness to consider changes in its "Emblem of Truth in Advertising" program (AA, Feb. 27, March 20, 27), to bring it into line with national BBB policies.

■ Suspension of the Denver bureau was voted by the national association's board of governors May 7. Denver representatives appealed to the general conference the following day. The conference voted to affirm the board's action, but set Oct. 15 as the effective date.

The association's board will review any changes made before Oct. 15 to determine if the suspension is to be effected on that date. #

Unger Resigns as Head of NTA

BEVERLY HILLS, May 18—Oliver A. Unger has resigned as board chairman, president and a director of National Telefilm Associates, effective immediately. No reason was given for the move.

A special meeting of the board of directors has been scheduled here for May 20, at which time new officers of the company will be named. NTA has figured heavily in the news recently, with reports of the sale of several of its properties. On June 1, Metro-Goldwyn-Mayer will take over NTA's Telestudios, its tv tape production subsidiary (AA, May 15). NTA also is in the final stages of the sale of WNTA to Communications Industries Corp. for $1,700,000 and negotiations are being conducted for the sale of WNTA-TV for a reported $5,750,000.

Mr. Unger joined NTA as president in October, 1957. He took over as chief executive officer when Ely A. Landau resigned last February. #

Adams & Keyes, E. S. Kellogg Co. Will Merge

LOS ANGELES, May 19—Adams & Keyes and Edward S. Kellogg Co. have consolidated their operations here in advance of a formal merger to be consummated within the next few months, ADVERTISING AGE learned this week.

Betty Thomas, in charge of the Adams & Keyes office, said that the two agencies are occupying the same quarters, but that clients are still handled separately. "We have every intention of merging, however," she said.

Adams & Keyes has offices in Los Angeles and New York and bills about $9,000,000. The Kellogg shop operates locally and bills in the $300,000 to $500,000 range.

Adams & Keyes folded its Chicago office more than a year ago, following the departure of Carl Harris with the $100,000 Dearborn Chemical Co. account (AA, Nov. 30, '59; Jan. 18, '60). Stauffer Chemical Co. consolidated advertising for all its divisions, except one, with Adams & Keyes' New York office last February (AA, Feb. 13).

■ Edward S. Kellogg Co. merged with Lansdale Co., also a Los Angeles agency, under the Kellogg name in the spring of 1957. Combined billing was reported as close to $2,000,000 (AA, March 25, '57). A few months later, Kellogg opened a Northern California office in San Carlos, and named Gordon M. Gumpertz, a former account executive of Hixson & Jorgensen, an account supervisor in Los Angeles (AA, June 17, '57). In February, 1959, Mr. Gumpertz, Phil Bentley, Kellogg pr director and account executive, and Forrest Dolan, vp, left Kellogg with some accounts and formed their own agency, Gumpertz, Bentley & Dolan (AA, Jan. 12, '59). #

MARS AHOY—*Cartan Travel ran this ad for a fabulous holiday tour in the May 19 Chicago Tribune. Further on down the ad (of which only half is shown here), Cartan admits the trip is still in the distant future but lists other immediately feasible destinations it offers.*

Highlights of This Week's Issue

American Oil Co. takes its "Big Step" into the national marketing picture ..... **Page 4**

Coca-Cola Co. will repeat its "Float with Coke" promotion this year, teaming up Coke with ice cream, in a $1,000,000 ad push ..... **Page 6**

Pepsi-Cola Co. begins distributing its 12-pack in a new carton in about 1,100 stores throughout the Houston area ..... **Page 8**

Albert Shepard, president of Motivation Dynamics, says disappointing experiences with dishonest advertising has led consumers to develop "protective translations" to look for false fronts and to discount many ads ..... **Page 15**

J. Colonna Bros. uses comedian Jerry Colonna to push new low-calorie spaghetti sauce and other products ..... **Page 28**

Flintkote Co. offers a 39¢ screwdriver in a $500,000 push for its building wares ..... **Page 30**

U. S. Borax & Chemical Co. launches a saturation tv campaign to promote 20 Mule Team borax as the ideal additive to any household laundry detergent ..... **Page 34**

Walter G. O'Connor, president of his own agency, advises plumbing manufacturers to wake up and advertise ..... **Page 46**

Denver Post annual consumer analysis survey reveals Denver and suburban families earning more than $10,000 a year have increased from 16.7% in 1960 to 19.1% in 1961 ..... **Page 50**

Weed Television Corp. report finds the majority of this country's commercial television stations make use of published package plans ..... **Page 53**

Merchandise Mart launches a $100,000 advertising and promotion campaign to strengthen its summer home furnishings market ..... **Page 54**

Hearst Corp. offers to buy remainder of Hearst Consolidated Publication's Class A preferred stock at $25 a share ..... **Page 59**

Local 1 of the Amalgamated Lithographers of America launches campaign promoting automation ..... **Page 62**

Cleveland Advertising Club will honor 26 advertisers June 6 for ad programs that achieved or exceeded their goals ..... **Page 64**

Ralston Purina Co. plans a cartoon-jingle contest to promote Purina Dog Chow ..... **Page 66**

General Dynamics Corp. scraps its institutional advertising "for the time being" ..... **Page 78**

John Wanamaker marks 100th anniversary with page institutional newspaper ads, which also support special events scheduled throughout the remainder of the year ..... **Page 92**

Kay Daly, vp and creative director, Norman, Craig & Kummel, tells how to advertise cosmetics to women ..... **Page 101**

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FM Stations See Ad Boost from Stereocasting

Broadcasts Will Start This Summer; Set Makers Plan Fall Introductions

NEW YORK, May 18—Most fm broadcasters look upon stereophonic broadcasting as a development that will turn the tide for the medium.

As one station man put it: "Fm is no longer a child. This is the making of fm. If there is a good, concentrated promotion by all facets of the industry, within a year we will see some fine action" on the part of advertisers.

Enthusiasm was sparked last month when the Federal Communications Commission approved the "muliplex" stereophonic system for fm developed by General Electric and Zenith Radio Corp. Broadcasters have the go-ahead to establish the system by June 1. This calls for the simultaneous transmission of two signals on separate bands, producing stereophonic sound when picked up by fm sets equipped to receive both signals.

■ Some proponents of stereo among fm station men feel the first spurt in the use of the medium by advertisers will come from manufacturers of stereo fm receivers eager to reach that segment of the population already interested in good sound reproduction. And stereo record manufacturers probably will advertise on fm once they are able to demon-

(Continued on Page 124)

Wright Leaves Own Agency to Join Peitscher, Janda

CHICAGO, May 18—William E. Wright, president of Wright, Campbell & Suitt, has left his agency to join Peitscher, Janda/Associates as a vp and account supervisor.

William E. Wright

Seven accounts, which bill an estimated $500,000, moved with Mr. Wright. They include Kraml Dairy, On-Cor Food Products, Kitchen Art Foods Inc., Kosto Co., Pair Schools Inc., Chase Products Co. and Utah Electronics Corp.—all Chicago-area companies.

The future of Wright, Campbell & Suitt, which Mr. Wright said billed $620,000 last year, is not clear, Mr. Wright said. He owns all of the stock in Wright, Campbell which he currently is trying to sell. Mr. Wright said that he left three accounts (billing between $50,000 and $60,000) at the agency he founded 12 years ago.

■ Mr. Wright denied a report published last week that Marvin Gordon is joining Wright, Campbell as exec vp (AA, May 15). "We have placed some billings for Mr. Gordon, but he has not officially joined the agency," he said.

Peitscher, Janda also announced the acquisition of another account —Speedrack Inc, Skokie, Ill., manufacturer of boltless, adjustable steel storage racks for industrial material-handling warehousing. The account, which bills an estimated $75,000, formerly was handled by John Meck & Staff. #

Haloid Xerox Gives Office Copiers Ads to Papert, Koenig

ROCHESTER, May 18—Haloid Xerox today named Papert, Koenig, Lois Inc., New York, to handle its line of office copiers, effective Oct. 1.

The company had been seeking an agency since its January appointment at Doyle Dane Bernbach was announced, because of a conflict with another DDB client, Polaroid Corp.—which later confirmed an ADVERTISING AGE report that it was going into the copier business.

Papert, Koenig's share of Haloid billings, about $500,000, was the second piece of new business picked up by the shop in less than a week. Last Friday it was tapped by Exquisite Form Industries, a brassiere maker, for its Magic Lady, and Silfskin divisions, worth about $1,000,000 in billings (AA, May 15).

■ William N. Hesketh, manager of advertising and sales promotion of Haloid, said Papert, Koenig was one of "about a dozen agencies" considered prior to Doyle Dane's brief tenure.

"There was no speculative presentation," Mr. Hesketh stressed. "Haloid does not believe in them. We simply met with prospective agencies, informally. We discussed ideas and found out what the agencies had done."

He said the growth of Haloid's Model 914 office copier necessitated adding a second shop. Hutchins Advertising Co. here—which has had the whole account until now—retains Haloid's Xerographic products—high speed printers, photocopying equipment and supplies, and photographic papers. Billings on this portion were put at more than $250,000.

■ Papert, Koenig will pick up the tailend of Haloid's calendar-year copier advertising. The agency is in the process of working up a media schedule, Mr. Hesketh said. In the past, Haloid has leaned heavily on magazines to carry the promotional load. Mr. Hesketh also speculated on additional future Haloid business for Papert, Koenig following "research on new products we're busy with right now."

Some time after June 1, the company will introduce a new logo as a result of a name change approved by shareholders on April 18. Xerox Corp. will be the new identity. The new logo is being prepared by Lippincott & Margulies, industrial designer. #

J. I. Case Co. Consolidates Its Account at Geyer

RACINE, WIS., May 19—J. I. Case Co. has consolidated its account at Geyer, Morey, Madden & Ballard by switching its industrial and utility divisions from the Andrews Agency, Milwaukee.

Geyer already had the company's agricultural advertising, which moved into the agency through its merger with Western Advertising, Racine and Chicago, last month (AA, April 3). Case's total billings are in excess of $1,000,000.

Don E. Fricker, manager of advertising and public relations, said Case had considered six other agencies in addition to Geyer. "Consultation with the principals of Geyer revealed to us many advantages we can enjoy from a marketing standpoint. In addition, the western division's close proximity contributed to our decision in its favor." #

Why we were banned on TV

SPRING AIR

SPRING AIR SINGERS—*Spring Air Co. will feature its new Madrigal Singers ad theme in this page ad scheduled for September and October issues of Life and The Saturday Evening Post.*

Spring Air Goes to Franz from Gourfain

CHICAGO, May 18—Spring Air Co., mattress manufacturer and licensor, has switched its advertising account from Gourfain-Loeff Inc. to Alex T. Franz Inc., effective immediately.

The company said that its national advertising budget for its current fiscal year (Nov. 1, 1960 to Oct. 31, 1961) amounted to $190,000, of which $113,000 is budgeted for magazines, and $77,000 for collateral material. Gourfain-Loeff told ADVERTISING AGE, however, that the Spring Air budget has been reduced and billings have been running only $120,000.

Spring Air, which has 35 licensees throughout the U.S. which make Spring Air mattresses and box springs in addition to their own brands, plans an ad budget for its 1961-'62 year of $250,000, of which $150,000 will go into magazines and $100,000 for collateral materials. The licensees spend an estimated $500,000 yearly.

■ Spring Air has been seeking a fresh approach to mattress advertising for some time. The Franz agency developed some print ads and radio spots featuring the Spring Air Mattress Madrigal Singers, which apparently sold the company's board of directors.

The new theme prepared by Franz will first appear in four page ads scheduled for September and October issues of *Life* and *The Saturday Evening Post*. A group of singers are illustrated in the ad which carries the headline, "Why we were banned on tv."

The body copy reads, in part: "The Spring Air Mattress Madrigal Singers were the greatest act ever to hit tv. They sang lyrical poems about the unique way the Spring Air mattress is built. It's called a 'Health Center' because there's a concentration of special coils in the middle third of the mattress—where 70% of your weight rests.

■ "Just thinking about these features was enough to put our Madrigal Singers to sleep, right in the middle of their song. Worse, yet, they lulled every audience to sleep, too. No sponsor wanted to follow us on tv.

"It was suggested that, possibly, magazines would be a better place for our message. So here we are. And Spring Airs are in nearby stores. We took the hint. Can you?"

The selection of Franz reunites the agency with Ronald J. Shepherd, exec vp of Spring Air. He formerly was vp and director of sales of Cribben & Sexton Co., which was handled by Franz. He left Cribben & Sexton and Franz later lost the account when the company was sold to Waste King Corp. #

Find Alternative to Mails, Says Congressman to Magazine Industry

Mechanization of P.O. Is Likely to Require 25 Years, Says Rep. Berry

WASHINGTON, May 17—A member of the House Post Office committee suggested today that in their own enlightened self interest, publishers should be energetically exploring ways to get their magazines out of the mail.

The suggestion, from Rep. Robert K. Berry (R., N.Y.), came after spokesmen for Time Inc., and Curtis Publishing Co., outlined hardships caused by rising postal costs. Rep. Berry told them the process of mechanizing the Post Office is going to take at least 25 years, and that it isn't likely to contribute to the reduction of the postal deficit, which now runs nearly $1 billion.

David W. Brumbaugh, exec vp and treasurer of Time Inc., ran into a barrage of committee criticism after he testified that "productivity has been singularly deficient in the Post Office Department compared with the private economy."

■ Before he could complete his testimony, Republicans interrupted to say they have no intentions of taking any more of this kind of criticism. "For eight years," said Rep. Berry, "we Republicans called into the Post Office very reputable engineering organizations here and abroad, companies like RCA, AMF, and others. Every idea that could be dreamed has been used," he snapped.

Noting that he has had 25 years of experience in industry and has made careful studies of Post Office problems, the congressman told Mr. Brumbaugh: "When you deal with the mechanization of the Post Office you deal with masses you never dreamed of—billions of pieces of mail; 560,000 employes; 20,000 offices.

"We are moving from development engineering to production engineering now," he said. "But the mechanization of the Post Office is going to take 20 to 25 years."

Mr. Brumbaugh and Robert K. Ferrand, vp and director of public relations, Curtis Publishing Co., pointed out that publishers have absorbed 67% increases in rates

(Continued on Page 124)

Rheingold Shifts New England Share to Campbell, Emery

NEW YORK, May 16—A small Boston agency has carved a close-to-$500,000 slice of the Rheingold beer business from the Foote, Cone & Belding account.

Five or six weeks ago, Campbell, Emery, Haughey & Lutkins solicited the New England end of Liebmann Breweries, and yesterday the account was bottled and sealed.

The account represents a big boost in Campbell's billings, which now run something like $2,000,000.

The quick switch surprised Rheingold's long-standing agency, but it was no surprise to the industry. The New England area has been dominated by Jacob Ruppert, with F&M Schaeffer and Narragansett Brewing Co. close behind. Carling Brewing Co. set a trend to local agencies about nine years ago with its appointment of Harold Cabot & Co., Boston, for its New England business.

■ The decisive factor in Rheingold's decision, a company man said, was a 2,000-word telegram from the agency during the negotiations. The telegram put marketing problems in nutshell form, and Rheingold decided to stake its money on the local shop.

Campbell was founded in 1957. Its principals are former executives of John C. Dowd Agency, Boston. Each has had experience with brewing clients, including Narragansett. Handling Rheingold will be William Haughey, newest member of the agency, who joined two years ago from Ingalls-Miniter-Haughey, now Ingalls Associates. #

California Farm Group Sets Ads to Build Image

Copy Tells Common Interest of Growers, Harried Urban Wives

LOS ANGELES, May 17—Time was when the average farmer would as soon pepper your behind with birdshot as look at you.

Not today, however; the farmer, it seems, is concerned about his public "image."

Witness a newspaper and outdoor campaign currently under way in behalf of the Council of California Growers. The council, an association of farmer associations, was formed last year to give the farmer's side of controversial questions involving agricultural labor.

■ Lately, however, the council has extended its concern to the public's attitude toward the farmer; hence a series of big-space color ads in California dailies.

The ads, which broke in the *Los Angeles Times* yesterday, as well

as in dailies in half a dozen other cities, is designed, says the copy, "to create a better understanding between the general public and the agricultural communities of California.

"Through these messages, we hope that we can once again establish the relationship we once had. You know, back there when most of us knew someone who lived and worked on a farm. The relationship we should have as partners. The relationship of harmony, friendship and understanding," the copy says.

Although the council declined to give further details on future ad plans, it was learned that about $500,000 has been earmarked for advertising and promotion, to be placed through Agricultural Advertisers, an agency set up by the group, with headquarters in San Francisco. O. W. Fillerup, exec vp of the council, is also head of the agency. #

Michigan Outdoor Bill Dies

Outdoor advertising in Michigan gained at least a temporary victory when the state legislature allowed the federal highway outdoor poster bill to die without action. Gov. John Swanson, however, told the legislature there still were avenues open to push the bill through before the session ends in June.

Baltimore BBB Reports

The Baltimore Better Business Bureau handled 60,956 cases of inquiries and complaints in 1960, which marked a 5.5% increase over 1959. Instances of questionable advertising investigated by the bureau in 1960 totaled 1,455. Chief category causing advertising complaints was appliances.

4 A's Council Names Ackerman

Ray Ackerman, president of Ackerman Associates, Oklahoma City, has been elected chairman of the board of governors of the Southwest Council of the American Assn. of Advertising Agencies.

American Oil Strides onto National Scene with One Brand for All Units

But Midwest Stations Will Still Carry Indiana Standard Designation

CHICAGO, May 17—American Oil Co. takes its "Big Step" into the national marketing picture next week, striding a mere 11 days behind Humble Oil's nationwide introduction of Enco brand gasoline.

The "Big Step" is American's umbrella phrase covering its introduction into the formerly separate divisions of the parent Standard Oil Co. (Indiana)—American (East and South), Standard (Midwest) and Utah Oil & Refining Co. (Northwest).

A massive all-media advertising campaign will break May 23 to announce the change. D'Arcy Advertising Co. is the agency.

American super premium and regular will replace Standard's Gold Crown and Red Crown brands in the Midwest and Utoco's Ultra-Power brands in the Northwest.

In the East and South, the company will continue to market its unleaded premium gas as Amoco super premium, as well as American regular.

The move is designed to give a common brand symbol to the various Indiana Standard brands. In addition, it will allow for uniform national advertising.

There's a catch, however. In the Midwest, stations will still be known as Standard stations, to protect the Standard brand name. So magazine split runs will be used in national advertising campaigns, inserting Standard for American in the 15-state Midwest marketing area. Color spreads and gatefold inserts in *Life* and *The Saturday Evening Post* will comprise the initial magazine campaign. In addition, an institutional program (through MacManus, John & Adams) will also use *Look*.

■ The list of newspapers for the "Big Step" campaign includes 800 dailies and 1,200 weeklies, using color where available. Sunday supplements are also scheduled.

In broadcast, American will use 154 tv stations and 330 radio stations. A feature of the tv schedule is a two-minute "spectacular" commercial starring baritone Bill Lee and a chorus of 26 singers and dancers, in a musical number written for the commercial. The song, with variations, will also be used on radio.

Approximately 6,400 outdoor posters will be used in 1,748 cities and towns.

Transportation posters, point of sale pieces and other material are included in the drive.

The American Oil campaign is similar to that of Humble Oil & Refining Co., which broke advertising in much of the nation May 12 to introduce Enco gas (AA, May 1). Humble is the chief operating arm of Standard Oil Co. (New Jersey).

SIGN-ON—*American Oil Co. changed 16,000 red-and-black Amoco signs for red-white-and-blue American signs in preparation for nationwide marketing drive. The illuminated plastic signs were designed by Plasti-Line Inc., Knoxville, and manufactured by 14 companies.*

GIANT STEP—*American Oil Co. is using a dealer clad in seven-league boots and taking a giant stride across a map of the U.S. to symbolize the "Big Step" being taken through corporate consolidation. In this outdoor poster, the word American will appear in the torch and oval symbol, except in the 15-state Standard division area, where Standard will be used.*

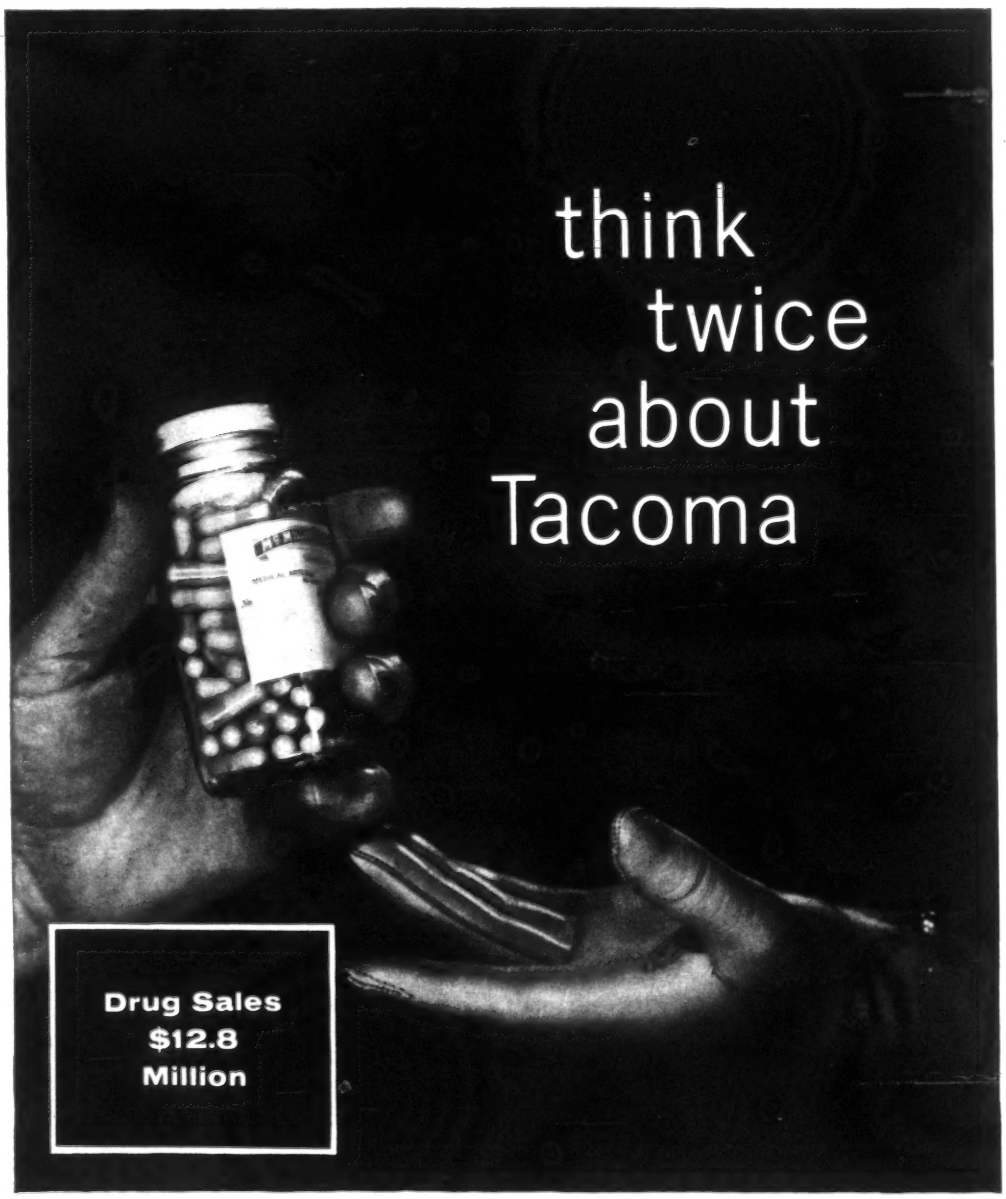
Field Joins Garfield-Linn

Philip A. Field, formerly head of his own agency and publicity director of Music Corp. of America, has joined Garfield-Linn & Co., Chicago, as an account manager.

Nelson Joins Prudential

Leonard Nelson, with Prudential Insurance Co. of America since 1952, has been named manager of Prudential's western home office advertising and sales promotion division, Los Angeles.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

Gift-Pax®
CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

Gift-Pax Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.

EBERHARD FABER
Pen & Pencil Co.

found that, in the newsweekly field,

NEWSWEEK
REACHES
ITS CUSTOMERS
AND PROSPECTS
MOST EFFICIENTLY!

Eberhard Faber, in cooperation with Newsweek, recently conducted its own marketing and readership study among the principal buyers of office supplies and equipment . . . selected its own sample of customers and prospects. The results demonstrate that Newsweek is the efficient way to reach the people who buy!

EBERHARD FABER Pen & Pencil Co.
2,191 CUSTOMERS AND PROSPECTS

*based on current black-and-white page rates	% COVERAGE	COST PER MENTION*
NEWSWEEK	44.4	**$8.04**
U. S. NEWS & WORLD REPORT	28.4	10.20
TIME	44.6	14.62

Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

Self Preservation (of Ad Manager) Is Urged as Selling Tool for Business Publications

CHICAGO, May 16—Advertising managers must be sold on the importance of selling the importance of advertising to top management, according to J. B. Strenski, president of Attitudes Inc., public relations agency.

"Every time the ad budget is cut, the ad manager's importance is undermined," he told the t.f. Club of Chicago yesterday. "Your challenge is to help those ad manager customers of yours understand the gravity of this statement and do something about it."

Business paper advertising should help ad managers do a good job for their companies and for themselves, Mr. Strenski said. "When ad budgets are cut, neither objective is attained. And, if ad budgets are cut far enough, who needs an ad manager? With no ad manager, who puts milk on the table for the ad manager's kids?

"This can be a mighty powerful motivation to insure enthusiastic ad manager cooperation in the role of your best salesman, if you utilize it properly," he said.

Salesmen should supply ad managers with materials showing the effectiveness of advertising, to be passed along to top management, he said. He also suggested that salesmen work with the ad managers to invite management people to key industry meetings and publication seminars. ■

Norman D. Waters Sets New Co-op Promotion for 'Look'

A new cooperative promotion has been set for the Dec. 5 *Look* by Norman D. Waters & Associates, a division of Friend-Reiss Advertising, New York. Called "Gift Discoveries," the promotion calls for a color spread featuring a maximum of 12 gift items. Co-sponsors will be accepted by Waters on a "first come" basis, with each advertiser guaranteed exclusivity in its field. Regular *Look* rates will prevail—but there will be an additional flat charge of $1,875 to cover handling. Quarter-page rate will be $13,750, one-eighth-page $7,500.

The package deal includes a number of merchandising supports for the co-sponsors, among them color reprints, display cards and newspaper mats. A special feature of the promotion is a telephone-answering service. The spread will list telephone numbers that readers can call in the 75 largest U.S. trading areas to find the nearest store carrying the items.

Pearson Names Ranck

Mel Pearson & Co., Denver, regional manufacturer's representative for Norelco products, has named Durey Ranck Advertising, Denver, as its advertising representative. Pearson's regional advertising, coordinated with Norelco national advertising, is placed in Colorado, Wyoming, Montana, New Mexico, and Utah and in El Paso, Tex.

REPEAT DRIVE—*Coca-Cola will use this four-stage magazine ad and this point of sale piece in its 1961 "Float with Coke" promotion.*

Coca-Cola Keys $1,000,000 Push to 'Float' Motif

ATLANTA, May 16—Coca-Cola Co. will repeat its "Float with Coke" promotion this year, teaming up Coke with ice cream.

The company said the repeat drive stemmed from "popular demand by thousands of outlets from coast to coast."

The campaign, which will have its heaviest impact during June, July and August, features eye-catching photographs of ice cream floating in a glass of Coca-Cola.

The company said "more than $1,000,000" will be spent on the promotion, not counting point of sale materials and exposures on the "Ozzie & Harriet Show" (ABC-TV).

■ "Float with Coke" will be promoted in a nationwide poster schedule, spectacular bulletins at key traffic points, illuminated photomurals in transportation centers and pages in the following magazines: *American Girl, Boys' Life, Life, Look, National Geographic, The New Yorker, Reader's Digest* and *The Saturday Evening Post.*

McCann-Erickson is the Coca-Cola agency. ■

Sidney R. Bernstein Wins CFAC Adman of Year Award

Sidney R. Bernstein, editorial director of ADVERTISING AGE, has been chosen by the Chicago Federated Advertising Club as Advertising Man of 1961. Mr. Bernstein also is a vp of Advertising Publications Inc. and editorial director of *Industrial Marketing* and *Advertising & Sales Promotion.*

Sidney R. Bernstein

Mr. Bernstein was presented the 1961 Silver Medal award at the CFAC's annual awards banquet May 18 for his outstanding contribution to advertising. The CFAC presentation cited Mr. Bernstein's chief contribution as his "unending fight in editorial columns and speeches for clean, effective, creative advertising and advertising regulated by advertising people." Mr. Bernstein has been with ADVERTISING AGE since its inception in 1930, was named editor in 1938 and editorial director in 1958.

CBS Names Ted Koop

Ted Koop has been named vp for Washington relations of Columbia Broadcasting System. He succeeds Ed Bunker, who has left CBS to become exec vp of Froedtert Malt Corp., Minneapolis.

A PAID TESTIMONIAL FROM VICTOR ALESSANDRO FOR KPRC-TV, HOUSTON

You perhaps know how we gently persuade famous people to say nice, sincere-sounding things about KPRC-TV. WE PAY THEM MONEY! Take Victor Alessandro. We approached the conductor of The San Antonio Symphony recently while he was in Houston to guest-conduct the Houston Symphony. He was rehearsing, and at first he mistook us for a music critic and picked up his largest baton. But, we handed him a violin-case full of money and asked him to say something nice about KPRC-TV.

"*Television?*" he shouted. "*Surely you're joking! Television is for children and grown-ups who know no better. Do you mistake me for a politician?*"

We begged, we pleaded, we implored. Then we filled a bass-fiddle case with money. Dr. Alessandro agreed to watch Channel 2. "*Viola!*" he cried aloud. "*Can this be television? It looks exactly like Mozart, or Beethoven. Why it would indeed be a shame to waste this splendid art on children or unappreciative grown-ups. May I watch a little longer?*"

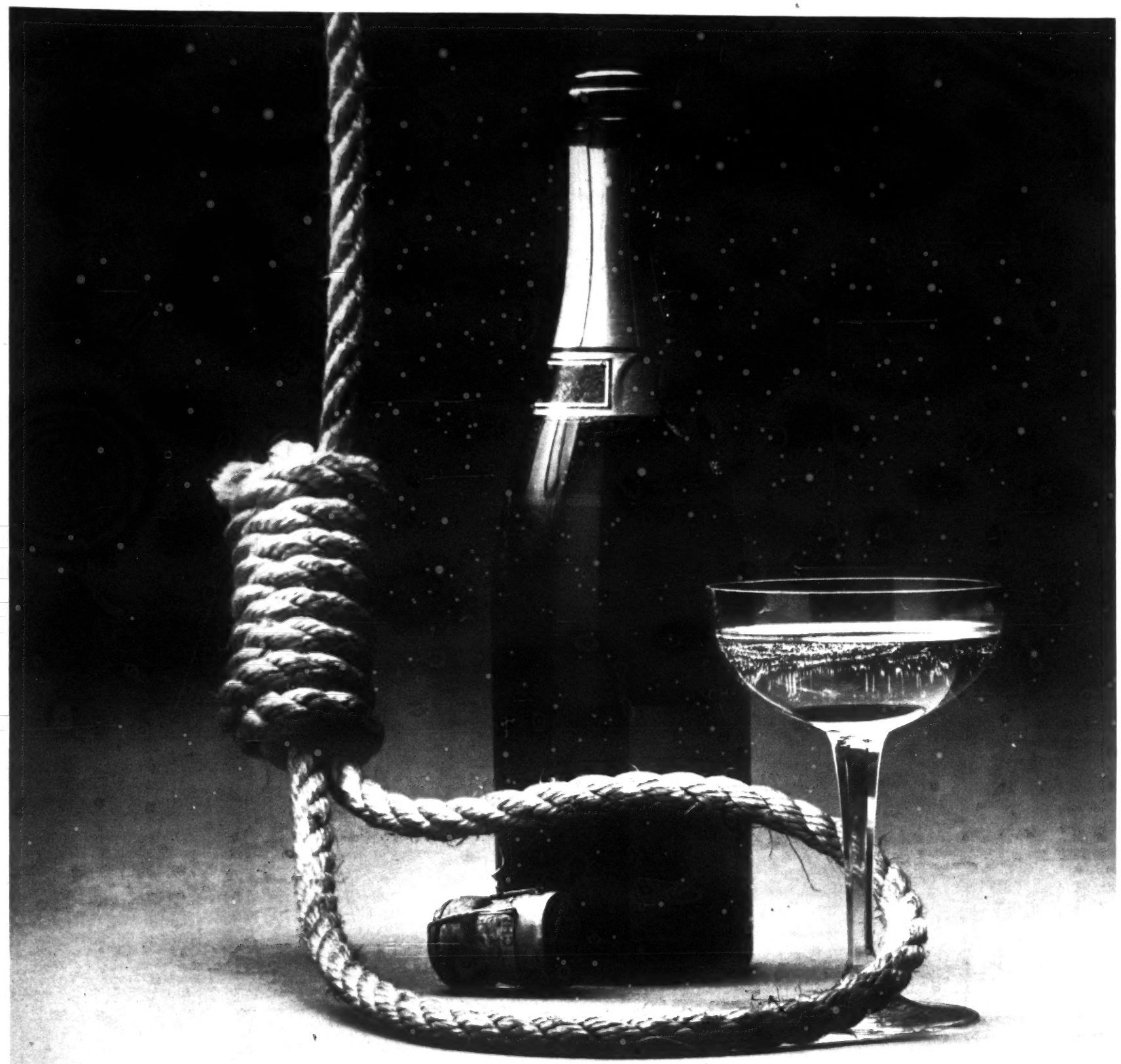
As Dr. Alessandro discovered (and you can, too) — KPRC-TV is the one television produced on purpose to please. KPRC-TV in Houston alone gives you the true, exact flavor of GRADE A television.

No other television looks or sounds or stays pleasant and persuasive like KPRC-TV, because no other television is produced like KPRC-TV.

EDWARD PETRY & CO.
National Representatives

COURTESY OF
SKIPPY PEANUT BUTTER

if you like TV, you'll love KPRC-TV, Houston



66 Every advertising man should always have handy a noose and a bottle of champagne 99

The difference between advertising triumph and tragedy is often a matter of getting *through* to the *right* prospects. No medium quite does it like The Saturday Evening Post. Readers are leaders. And America's readers turn with hungry minds to their favorite magazine each week. Result: The *reading* weekly gives your ad page millions more repeat exposures to these younger, larger, higher-income families than the picture magazines. And the new Rochester Study indicates that two exposures to the same ad page in The Saturday Evening Post have twice the effect of one on the reader's willingness to *buy your brand.* Proof that *the number-one magazine for reading is your number-one magazine for selling.* A votre santé!

New Pepsi Carton, in Houston Shot, Has 12 Full Bottles—That's a Lot

HOUSTON, TEX., May 16—Pepsi-Cola Co. has begun distributing 12-packs in a new carton in about 1,100 stores throughout the Houston area. If it clicks here—and previous test marketing indicated it should—local Pepsi-Cola executives expect the new carton to be distributed throughout the U. S.

The new carton is the company's first 12-pack king-size carton. It displays the Pepsi name in bigger letters than does the present carton design, which squeezes Pepsi-Cola into the same amount of space as the five letters in the new. The name and crown are printed on a white background, which causes them to stand out better than on the pale striped background of the other present design. For good measure, the brown and yellow are brighter, providing more contrast.

For the first time, the complete Pepsi crown is visible when the cartons are stacked endwise.

■ Sales manager Harold Budd, of Pepsi-Cola Metropolitan Bottling Co. of Houston, is given credit for conceiving the new design and working out with parent company executives the practical details.

Victor Kaufman, vp and general manager of the Houston distributor, which is owned by the parent company, is in charge of the project.

The new carton has been test marketed in six stores in various sections of the Houston area. Mr. Budd and Mr. Kaufman reasoned that it should increase turnover if the new carton could induce enough shoppers to choose the 12-pack over the six-pack. "Once they have the drinks in their homes, they'll use them more."

HEFTY HOIST—*Grocery clerk hoists one of the new Pepsi packages before a store display.*

Turnover did increase—and rather surprisingly, too. An unofficial source reported sales of Pepsi increased 67% at the six stores during the test period. This encouraged the Pepsi executives to try the fullscale marketing program in about 1,100 area outlets.

The new carton was introduced last week, with a special price offer of 12 10 oz. bottles of Pepsi for 57¢. #

Pfizer Appoints Grossman, Shifts Brands to Gotthelf

NEW YORK, May 17—Chas. Pfizer & Co. this week named a new marketing director for its ethical drug division and a new agency for its two top proprietary products.

Herbert Grossman

Coming in as director of marketing for Pfizer Laboratories is Herbert Grossman, who is no stranger to the company. A graduate of Brooklyn College of Pharmacy, he was a marketing manager with Pfizer Labs from 1951 to 1957.

Since then he has been director of marketing development for William Douglas McAdams Inc., New York, a Pfizer agency, and director of marketing of the Pharmaceutical Research Center, New York.

Mr. Grossman succeeds Dean Thacker, who was recently transferred to Pfizer's burgeoning international division.

■ On the proprietary front, an area where Pfizer has not had too much success, the family products department appointed Ted Gotthelf Associates, New York, to handle advertising for Bonadettes, a motion sickness pill, and Candettes, a throat lozenge. Both of these products were previously handled by Leo Burnett Co., Chicago, the agency for Pfizer's agricultural division.

Pfizer's family products department has been working with the Gotthelf agency for the past two years. There is one other product now in the active stage—an eye drop. #

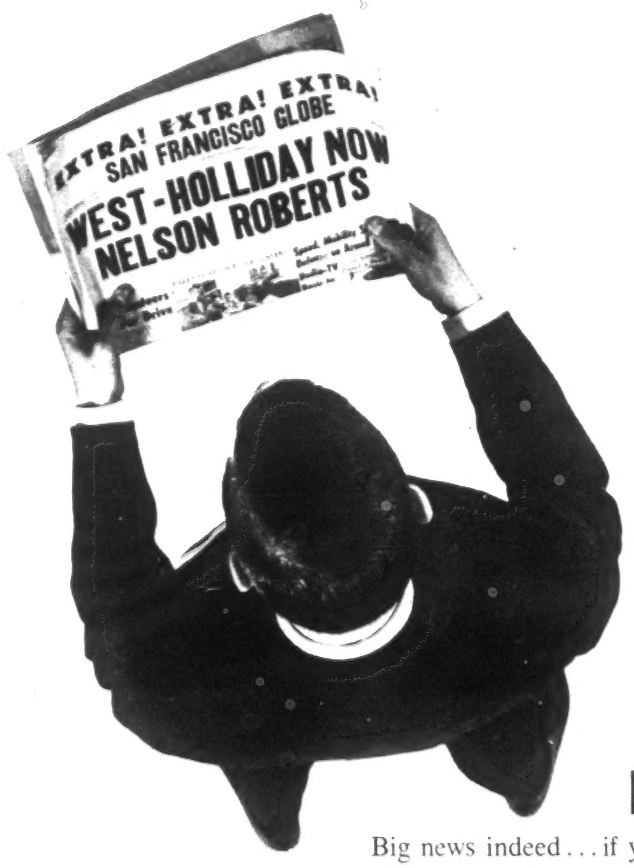
Capital Cities Names Zakin; Buys WPAT, Paterson

Capital Cities Broadcasting Corp., New York, has appointed Zakin Co. to handle its advertising. There was no previous agency. Capital Cities earlier announced the purchase of WPAT, Paterson, N.J., for a sum exceeding $5,000,000, from Dickens J. Wright, president. Mr. Wright, who bought WPAT for $300,000 in 1954, will stay on as head of the metropolitan station.

Principal stockholders in Capital Cities are commentator Lowell Thomas and Frank M. Smith, who is also president. The company owns WPRO and WPRO-TV, Providence, R.I., WROW and WTEN, Albany, N.Y., WCDC, Adams, Mass., and WTVD, Durham, N.C. Purchase of WPAT is subject to the usual FCC approval.

GF Names North, Pope

General Foods, White Plains, N. Y., has appointed James D. North a corporate marketing counselor and Charles P. Pope marketing manager for the Birds Eye division. Mr. Pope rejoins GF after heading his own marketing consultant company and the last two years as marketing director of Hunt Foods. Mr. North first joined GF in 1937 and became assistant general manager for marketing of Birds Eye in 1959.



BIG NEWS

Big news indeed . . . if you're an advertising man who buys newspaper space, or a newspaper publisher who sells it. Because one of the nation's leading newspaper representatives, West-Holliday, is changing its name. You probably know the West-Holliday name. In 50 years it has become one of the most highly respected in its field. Then why change it? Simply because a man named Nelson Roberts has been running the show for some years now and it seems time to put *his* name on top. But that's the only change. Through Nelson Roberts & Associates, Inc., our newspapers will get the same alert, thorough, square-dealing representation with advertisers they got through West-Holliday Co. Inc. So keep on keeping us in mind . . . . under our new name.

NELSON ROBERTS & ASSOCIATES, INC.
NEWSPAPER PUBLISHERS REPRESENTATIVES

San Francisco Los Angeles New York Chicago Detroit Denver Seattle Portland

The product: Metrecal
The agency: Kenyon & Eckhardt

$9,000,000 Budget . . .

Int'l Shoe Puts 65% of Ad Funds in TV Promotion

ST. LOUIS, May 16—International Shoe Co. is spending $9,000,000 for advertising and promotion, including collateral, this year. Television receives 65% of the budget, A. L. Johnson, director of advertising at the St. Louis headquarters, said.

A. L. Johnson

Of the $9,000,000, about $5,000,000 is handled in St. Louis, where five agencies work on International accounts, and the company directly spends about $1,500,000 (of the $5,000,000) on catalogs, direct mail and dealer helps.

The remaining $4,000,000 represents primarily the advertising expenditure of Savage Shoes, Preston, Ont., plus Florsheim Shoe Co., Chicago. These are International Shoe subsidiaries.

International is using the "Jack Paar Show" (NBC-TV) two nights a week for 30 weeks, and Dick Clark's "American Bandstand" (ABC-TV) three afternoons a week for 39 weeks.

■ In addition, $1,500,000 is allocated for tv spots on three afternoon shows, with variable local titles. The half-hour cartoon programs reach 90% of International's nationwide children's market, the company believes. Poll Parrot, Weatherbird and Red Goose are children's brands advertised in the spots.

The specialty units, such as the Florsheim company and International's Vitality and Winthrop divisions, are putting all their money in print media, including Sunday supplements. Florsheim, handled by Post & Morr, Chicago, has the biggest schedule in magazines among International Shoe brands. Martin F. Maher is Florsheim's advertising director.

Men's shoes are being advertised in full color pages and some smaller units in *Esquire, Life, Look, Newsweek, Playboy, Sports Illustrated* and *Time*.

Holiday, Ladies' Home Journal, McCall's, Redbook and fashion magazines are being used for women's shoes. *Parents' Magazine* and baby publications carry seasonal ads on children's shoes.

■ Mr. Johnson said the company can definitely trace results from tv advertising.

"After one season of promoting our teen age shoes on the Dick Clark show, our sales increased 25%," he said. "We do not use print media for our teen shoes," he added.

Because Mr. Clark has also a big women's audience, International now also advertises women's shoes on the "Bandstand," but teen shoes still receive two-to-one emphasis.

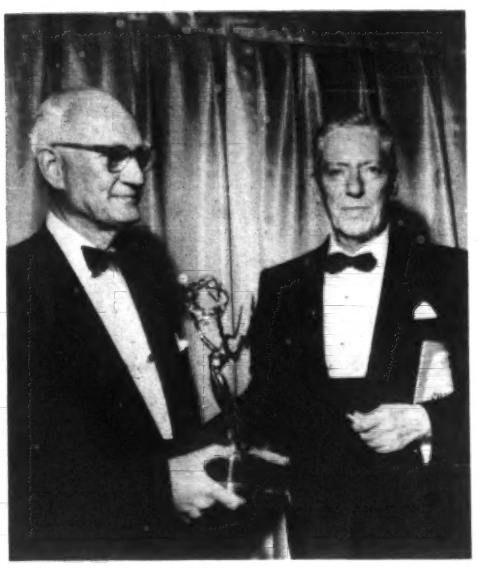
"We get dozens of letters every week from our customers who say people come into the stores and ask for the shoes they see on the Paar show," Mr. Johnson also said.

■ On every tv show used for advertising Red Goose shoes, a plastic golden egg with prizes inside is offered free to youngsters who see their Red Goose dealer. "The only place we featured this egg is on tv spots," Mr. Johnson said, "and we have sold 4,000,000 of these eggs in the last two and a half seasons."

■ In Canada, the biggest part of the budget is used in Sunday newspapers, with color spreads on all lines, plus tv. Breithaupt, Milsom & Benson, Toronto, is the Canadian agency.

More than 30 brands are nationally advertised in both the U.S. and Canada, Mr. Johnson said.

The St. Louis agencies working with International Shoe headquarters are Krupnick & Associates, Frank Block Associates, Wilten division of Ridgway-Hirsch Advertising Co., Gardner Advertising Co. and Joseph E. Schmidt & Associates. ≡



CONGRATULATIONS—*Fairfax Cone (right), Foote, Cone & Belding, returned from a trip to Europe in time to congratulate client Joyce C. Hall, of Hallmark Cards Inc., on receiving a special Emmy award in addition to five others which went to the "Hallmark Hall of Fame." All in all, five FC&B clients managed to win 11 of the 24 Emmy awards* *(see story on Page 121).*

Hires Introduces New Flavors in Philadelphia Test

PHILADELPHIA, May 18—The Charles E. Hires Co. begins a market test here next Tuesday for Hires orange, grapefruit, grape, cherry cola, ginger ale and lemon-lime sodas in non-returnable bottles.

To make a big impression on this market, Hires has contracted with Shopathon Co., a sales promotion company, to put on virtually a city-wide circus with clowns and entertainers visiting food centers.

In addition, a bus filled with money will travel around the city. Shoppers will be asked to guess how much money is in the bus. The person guessing the figure will win the cash.

■ To supplement the introduction and test of these new flavors, Hires will open with large space ads in the *Philadelphia Bulletin*, supplement this with participations on three WFIL-TV popular kiddie shows, and back all of this with spots on stations WIP, WCAU, WPEN and WRCV. Eighty buses will be heavily carded for 30 days.

ADVERTISING AGE learned that the company plans to introduce these new flavors in similar fashion in other major markets until they are distributed nationally. Maxon Inc., New York, is the agency on the account. ≡

Fireman's Fund in New Push

Fireman's Fund Insurance Co. of San Francisco has launched a new 13-week test ad campaign in the Louisville area, which emphasizes the economy of preferred risk insurance combined with the personal services of the independent insurance agent. Basic media are a weekly half-hour tv show on WAVE-TV, Louisville, which each week is followed by 1,500-line newspaper ads and saturation schedules of one-minute radio spots. Richard N. Meltzer Advertising, San Francisco, is the agency.

Broadcast Execs Dig 'FCC Blues' the Most, Man

NEW YORK, May 18—A young balladeer named Steve De Pass was the hit of the Radio & Television Executives Society luncheon here yesterday with a musical rendition called the "FCC Blues."

Mr. De Pass appeared at the annual adman's "Jazz Bash" for the benefit of the *New York Herald Tribune's* Fresh Air fund, and brought the house down with lyrics built around Newton N. Minow's "tv wasteland" speech delivered before the National Assn. of Broadcasters last week (AA, May 15). To the tune of the "Old Gray Mare," Mr. De Pass began:

- *Newton N. Minow is a brand new chairman, better beware, man, he's watching the air, man.*
- *Newton N. Minow is a brand new chairman, chairman of the FCC . . .*
- *We're not going to have any television wasteland. Newton's going to chart the course.*
- *A lot old ideas have been displaced, man. TV is a basic natural resource . . .*
- *We need a lot more tv education, that's what Newton said.*
- *Children don't derive any edification doing their viewing on violence and bloodshed . . .*
- *Stations who renew your federal license have no guarantee.*
- *You've got to justify your existence in interest, convenience, necessity . . .*
- *Prepare for the change to ultra-high frequency, that's going to be the thing.*
- *To show more, no more very-high-frequency. We're going to have a lot more local programming . . .*
- *Station owners, network heads, advertising agencies better prove you move in the public interest.*
- *You can't do as you damn well please . . .*"

■ Music at the jamboree was provided by "The Many Splendored Stompers" under the direction of Hal Davis, of Grey Advertising. The program also included songs by Marie Janice, a casting director at Cunningham & Walsh, and Bill Hecker, advertising manager of the special products division of National Biscuit Co. ≡

Anderson Honored by AMA

Harold Anderson, senior partner of the Andersons, Maumee, O., grain company, has been named "Marketing Man of the Year" by the Northwest Ohio chapter of the American Marketing Assn. He is credited with leading the way toward developing facilities to make Toledo a major St. Lawrence Seaway grain port.

Shun 'Happy People' Ad Stereotype, Researcher Rockey Tells Rail Admen

Ragsdale Succeeds Kohn as Head of Group; GE Wins Golden Spike

NEW ORLEANS, May 16—"We must get away from the 'happy people stereotype'," delegates to the 37th annual meeting of the Assn. of Railroad Advertising Managers were told here last week.

Giving this advice was Earnest A. Rockey, vp of research for Gallup & Robinson, Princeton, N. J.

Mr. Rockey advised the railroad ad heads to "switch off the happy people track." He said railroad advertisers—and many others—waste too much space showing carloads of "happy people doing nothing but smiling—and offering nothing for the reader."

Research, he said, has shown that readers will learn the name of a company and be attracted to ads that actually illustrate the services and benefits that that particular company has to offer.

■ John N. Ragsdale, of Silver Spring, Mo., advertising manager of the Assn. of American Railroads, succeeded Albert L. Kohn, Washington, D. C., general advertising manager of Southern Pacific Co., as president of the association.

John N. Ragsdale

Other new officers of the rail admen's group are G. V. Frederick, Baltimore & Ohio Railroad, 1st vp; G. F. Link, Burlington Line, and J. M. Hagen, Great Northern Line, vps; and P. G. Beach, Union Pacific, treasurer.

■ Another speaker, H. McKinley Conway Jr., president of Conway Publications, Atlanta, told those attending, "Your industrial development advertising operates in one of the most competitive fields of advertising today." He cited hard sell ads by public utilities, real estate boards, chambers of commerce, state agencies seeking relocation of plants, and other organizations. All of these, he said, are trying to lure new industries or expansion of established companies into their respective areas.

Mr. Conway told the delegates that theirs is a unique problem as far as clarity in identification is concerned. He asked, "For instance, how many potential industries know where the main offices of most lines are located, or that an established line, like the Chesapeake & Ohio, is headquartered in Cleveland, which is not even on the C&O line?"

He also said that the traditional industrial development ad does not seek responses by coupons or clippings and is, in a sense, a teaser or hidden persuader type of ad. In many cases, he continued, only the city along a line where a site is available for potential plants is mentioned in the development ad, without mention of the line's industrial development headquarters.

He gave as his opinion, which agreed with the delegates' consensus, that this type of ad usually is not the decisive factor in a company's decision to relocate or expand in a certain area, but that it is definitely a contributing factor. "With millions of dollars involved in relocation," he said, "it is doubtful that only the ad would be the seller."

■ A high point in the convention was the award of the annual Golden Spike advertising award to the locomotive and car equipment department of General Electric Co., Erie, Pa.

Accepting the awards were David C. Kaufherr, vp of Gotham-Vladimir Advertising, New York, and L. F. Howard, southern representative on metropolitan transportation, General Electric, Atlanta, representing respectively the locomotive and equipment sections of the department.

The Golden Spike is presented annually to the advertiser outside the railroad industry judged to have made the most outstanding contribution through advertising to a better understanding and appreciation of the American railroads.

The General Electric department's winning entry included newspaper and magazine advertisements submitted by the locomotive section and a television commercial on urban transportation, shown on "General Electric Theater."

Certificates of Merit were awarded to American Car & Foundry division of ACF Industries, New York; Cluett, Peabody & Co., New York; Pullman-Standard, Chicago; and Schweppes (USA) Ltd., New York.

The Marshall Chamber of Commerce and the *News Messenger*, Marshall, Tex., were recipients of a joint special merit award. ≡

More Than 300 Already Enrolled for 'Advertising Age' Summer Workshop

Fourth Annual Seminar to Be Held Aug. 1-4 at Palmer House, Chicago

CHICAGO, May 18—More than 300 advertising men and women from the U. S., Canada, Mexico and England already have signed up for participation in the fourth annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE.

The workshop will be held at the Palmer House, Chicago, Aug. 1-4. It begins on the evening of Tuesday, Aug. 1, and ends in mid-afternoon Friday, Aug. 4.

Designed to provide an opportunity for the discussion of purely creative advertising ideas and problems dealing with both print and broadcast advertising, the workshop is not a convention. Instead, it is a hard-working three-day session aimed at mature, knowledgeable advertising people, giving them an opportunity to learn what is new, to get together with acknowledged leaders in the field, to swap ideas and know-how with other creative people, and to participate in creative experiments and demonstrations.

■ For example, six well known advertising men will run simultaneous sessions on Wednesday afternoon, divided into two parts, so that all workshop participants can attend at least two sessions. In one session they will review and analyze current advertising; in the other they will show a complete campaign of which they are especially proud, or which solves an unusual problem, and will explain the thinking behind it.

These sessions—small and in-

(Continued on Page 116)

VLF

VLF

One foot deep in Maine coastal soil, two thousand miles of bare copper wire lie like surgical gauze pressed into a wound.

A sixth of a mile above, skeletal parasols of steel cable stretch out to embrace 2 square miles of salt air.

The purpose: to shove Very Low Frequency radio waves through layers of heavy salt water, penetrating to Polaris submarines hovering under Arctic ice and the North Atlantic chop.

Its significance: antenna radiation efficiency is expected to exceed 50 per cent. Previous VLF antennae were 25 per cent efficient. And VLF has properties no high frequency wave provides.

This is vital industry news. Electronic engineers read the first report on this new communications system — 10 full columns of photos and technical description — in the pages of Electronic News.

If it's about electronics, he read it first in Electronic News.

National Price Ads Pay: Chrysler; Shows Sales Rise as Industry Dips

(Continued from Page 1)

were generally skeptical in the early days of the drive, and because the total market still was depressed, he said, the February and March figures were not spectacular. But April sales were up 41% while the rest of the industry was down 21%.

The late spurt in sales has given Chrysler a 1961 calendar year increase of 7%, while the rest of the industry is off 20%.

■ Basically, all the "2964" ads are the same, featuring the price in the largest type size in the layout. A cut of the Newport also is displayed prominently.

With the exception of a few ads for the Imperial and the limited production Chrysler 300G, all the division's money since Feb. 10 has gone into the "2964" campaign, according to James Wichert, director of advertising for the division. This has been broken down approximately 60% for newspapers, 20% for magazines, 12% for broadcast, and 4% each for direct mail and outdoor.

Laughna Leaves Chrysler

DETROIT, May 19—Robert P. Laughna has resigned as vp-marketing of Chrysler Corp. to accept a post as president and chief executive officer of Commercial Carriers Inc., an automobile haul-away company. Mr. Laughna's marketing functions at Chrysler, including corporate advertising, business research, market planning and analysis, have been transferred to the automotive sales group under E. C. Quinn, vp. Mr. Laughna came to Chrysler in 1956 from Studebaker-Packard. He was made a vp in April, 1958, and took over the marketing post in December, 1960. Commercial Carriers hauls 7% of the Chrysler cars.

The first ad (1,500 lines) ran Feb. 10 in nearly 2,000 newspapers in 800 markets. This was followed with newspaper ads in up to 2,000 newspapers on Feb. 20, March 6 and 20, April 3 and 24, and May 8. Further schedules call for a newspaper ad May 29 and twice a month after that.

■ "But the thing that added credence to the newspaper ads," according to Mr. Wichert, "was the schedule in national consumer magazines." The newspaper ads were backed up with pages in *Life* Feb. 17, March 17 and April 7; *The Saturday Evening Post*, Feb. 25, March 11 and 25, April 15 and May 13; and *Look* for April 25.

Future schedules call for further insertions in *The Saturday Evening Post* and *Life* throughout the model year.

In addition, Chrysler sent out a mailing in late February to 1,285,000 registered owners of Chryslers, De Sotos, Buicks and Oldsmobiles.

Radio and television saturations were used in late February in major markets, with the price featured heavily in all spot copy.

Mr. Briggs said that, to the best of his knowledge, this is the first time an automobile manufacturer has used a single price in a national ad. "Others have talked in generalities," he explained, "such as 'lower than ever' or 'lowest in the field,' but we believe we are the first to go all out like this."

■ One reason Chrysler has been able to do it, he explained, is the price labeling law, which now makes it mandatory for an automobile manufacturer to list the suggested retail price on the window of a new car.

"Without this," he said, "we would not be able to administer the campaign. With the label on the car, a customer can walk into a showroom and see for himself."

Mr. Briggs said that the Newport, a new model this year in the Chrysler lineup, currently is accounting for about 64% of production, and will finish the year with about 58% of the total Chrysler output. But he pointed out that the "2964" campaign has helped the other Chrysler models as well. New Yorker sales, for example, are running ahead of 1960.

While the Newport four-door sedan, with manual transmission, is priced about $200 below last year's lowest price Windsor model, Mr. Briggs emphasized that this is not a "stripped" model in the usual sense of the word.

■ Mr. Briggs said that product planning for the Newport began back in 1955, when division officials realized that the public considered the Chrysler an overpriced car. "We had two things going against us at that time," he said. "We were actually high priced, and the public thought we were priced even higher."

The Newport was introduced in October, 1960 with a suggested retail price of $2,964, same as now. But the big promotion could not get under way at that time for several reasons.

One, initial production of the model was not high enough to stock all the dealers. Two, the industry market was down during the winter, and this was considered a bad time for an all-out campaign. And three, Chrysler officials did not want to launch the campaign until it could be integrated on a national-local basis.

■ But a three-city test was conducted last fall to determine the effectiveness of the "2964" approach. Using dailies in New Orleans, Phoenix and Des Moines, Young & Rubicam, the Chrysler-Imperial agency, ran the same basic ad that broke nationally Feb. 10. Y&R researchers found that nearly half the visitors to local Chrysler showrooms had seen the price ad, and many even brought copies of the ad in with them.

"We learned two basic points in this test period," stated Peter Lowcher, merchandising manager in Y&R's Detroit office. "We learned that the ad helped people to position the Chrysler in its proper place alongside competition, and we learned that the $2,964 price would bring them into the showroom."

One of the key points of the whole national campaign, according to Joseph G. Standart Jr., Y&R vp and head of the Detroit office, was the "no junior edition" pitch used in all the ads. "We wanted to be sure that people understood that the Newport was a full-size car, and not a compact."

Chrysler plans to continue its "2964" advertising campaign for the remainder of the model year, and a similar approach no doubt will be used next year. Pointing to the rising sales figures, Mr. Briggs added that Chrysler production schedules have been increased five times since February, and that current plans call for the division to build out the model year without a shutdown.

And while there have been other factors contributing to Chrysler's unseasonal success ("It's as good a car as we've ever built"), Mr. Briggs admitted that "we couldn't have done it without the '2964'." #

PRICE—*This b&w page ad in Life, Look and The Saturday Evening Post this spring gave added weight to Chrysler Corp.'s campaign stressing the low price of the Newport model.*

TV Nets Lock Up Schedules for Fall

(Continued from Page 2)

one of the hoariest of the situation comedies; "I've Got A Secret," which lost R. J. Reynolds when its old time spot was pre-empted for General Foods; "CBS Reports," one of tv's finest public affairs productions; "Ichabod"; "Father Knows Best" re-runs; "The Defenders," a father-son lawyer team; and "Dobie Gillis."

Another 'Untouchables'

NBC, which has embraced segmented selling, is in a much stronger sales position than it was this time last year, particularly on Sunday night. But by the network's count, there is still about a third of its nighttime schedule to be sold. The price of most NBC minutes is about $30,000.

"The Untouchables" has created a sensation on ABC and is sold out for fall despite recurrent protests by various groups, which don't like its violence, its treatment of law enforcement officials or its featuring of Italian gangsters. So NBC will counter with "Gain's 100," the story of a former gangland lawyer turned FBI-man to track down leading criminals. Only one minute weekly has been sold on this show.

■ As if there aren't enough westerns, "Wells Fargo" has been stretched to an hour for the coming season. On the sold side of the ledger: About two-and-one-half minutes. The returning "Outlaws" has about two minutes sold. "The Detectives," starring Robert Taylor, had a good record as a half-hour show on ABC; minutes are available for $28,000 on NBC's hour version of this one. The network chose feature movies as a way of filling two hours on Saturday night. One hour remains to be sold.

Other NBC shows with partial sponsor-wanted signs: "87th Precinct," a New York detective series; "Thriller," a returnee; "Laramie"; "Dick Powell Show"; "Carnival Time"; "Dinah Shore"; and "Tall Man."

ABC and Minutes

ABC, king of participation selling, has a good many pieces of show available. Added this week to the list of one-hour programs was the "Steve Allen Show," returning after a year's absence. Timex and Pepsi-Cola have bought part of this program; about half is still available.

Other ABC programs that can take more business for the fall season: "Maverick" re-runs; "Bus Stop," a new series based on the hit play; "Adventures in Paradise"; "Cheyenne"; "Surfside Six"; "Ben Casey"; "Bugs Bunny"; "Ozzie & Harriet"; "Roaring 20s"; "Leave It to Beaver"; "Corrupters"; "The Racer"; and "The Hathways."

■ George Polk, Batten, Barton, Durstine & Osborn vp, said a lot of fall network time is available because "there are only so many participation dollars around for television, and now all the networks are bidding for those same dollars" with no wide choice of program types to entice the advertiser.

"The networks have programmed hour shows against hour shows, hoping to knock out competition," he continued. "I don't think it's going to accomplish the purpose. So next season, we may see an upheaval in programming philosophy." =

Baltimore Chevy Dealers Ask Local Sunpaper Rates

BALTIMORE, May 19—A committee of 10 Baltimore Chevrolet dealers and their advertising agency today asked publishers of the Baltimore Sunpapers to accept dealer new car ads at local linage rates.

In their presentation to the newspaper executives, the dealers stressed the growing trend of metropolitan newspapers to grant local rates to new-car dealers. They said increased advertising for new cars would be of particular importance to Baltimore, which has steel mills and a major Chevrolet assembly plant.

In his opening remarks, Gerold Holen, president of Kapplin & Holen, agency for the dealers, stated, "The committee feels that the Sunpaper policy of charging legitimate automobile retailers the national rate to advertise new cars is discriminatory and unfair, detrimental to the city's economy and harmful to the business interests of the Sunpapers."

■ Elaborating on the committee's position, James Kapplin, vp of the agency, pointed out, "As a merchant selling direct to the general public, the automobile retailer is in competition with every other retailer . . . for a share of the consumer dollar.

"However," Mr. Kapplin continued, "the auto retailer has been singled out to pay the national rate.

"To match the other retailers in size or frequency of advertising, the automobile retailer must spend three times more money—a sure road to bankruptcy in this era of rising costs, profit squeezes, and stiff competition," Mr. Kapplin said.

Citing figures comparing Baltimore to Washington, a market 40 miles away, where all dailies have been accepting new-car advertising from dealers at local rates since 1957, the presentation pointed out that although Washington has a population only 5% larger than Baltimore, Washington auto sales are 30% to 50% larger than Baltimore's. Washington's auto sales per capita are more than 30% higher than Baltimore's.

■ The presentation also compared Washington and Baltimore daily newspaper new car dealer and factory linage, showing that Washington dailies enjoy almost four times more new car display linage than the Baltimore dailies. #

Wolfe Takes Over Dwyer Post

Robert D. Wolfe, a vp of Grey Advertising Agency in Los Angeles, has been named to administer the post vacated by Robert E. Dwyer, who has resigned as vp in charge of West Coast operations for Grey.

U.S. Is Nearly Ready to Select Tourism Agency

(Continued from Page 1)

The department's plans call for separate accounts for advertising and for public relations, Mr. Ruder says. (Ruder & Finn, New York pr organization, will not be among the contestants for the public relations account, he said.)

As it was approved by the House yesterday, the tourism program follows the lines recommended by Commerce Secretary Luther Hodges. The program will involve $3,000,000 in the year starting July 1, and slightly under $5,000,000 in subsequent years.

■ Actual opening of the competition for advertising and public relations agencies has been held up pending the resolution by Congress of some of the technical differences between authorization bills passed by the Senate and House. No fundamental issues are involved, however. As soon as the final congressional stumbling block has been removed, the Commerce Department will notify agencies and public relations companies about the selection procedure. While the competition will be wide open, only agencies which are equipped to operate effectively in widely scattered parts of the world will stand a chance.

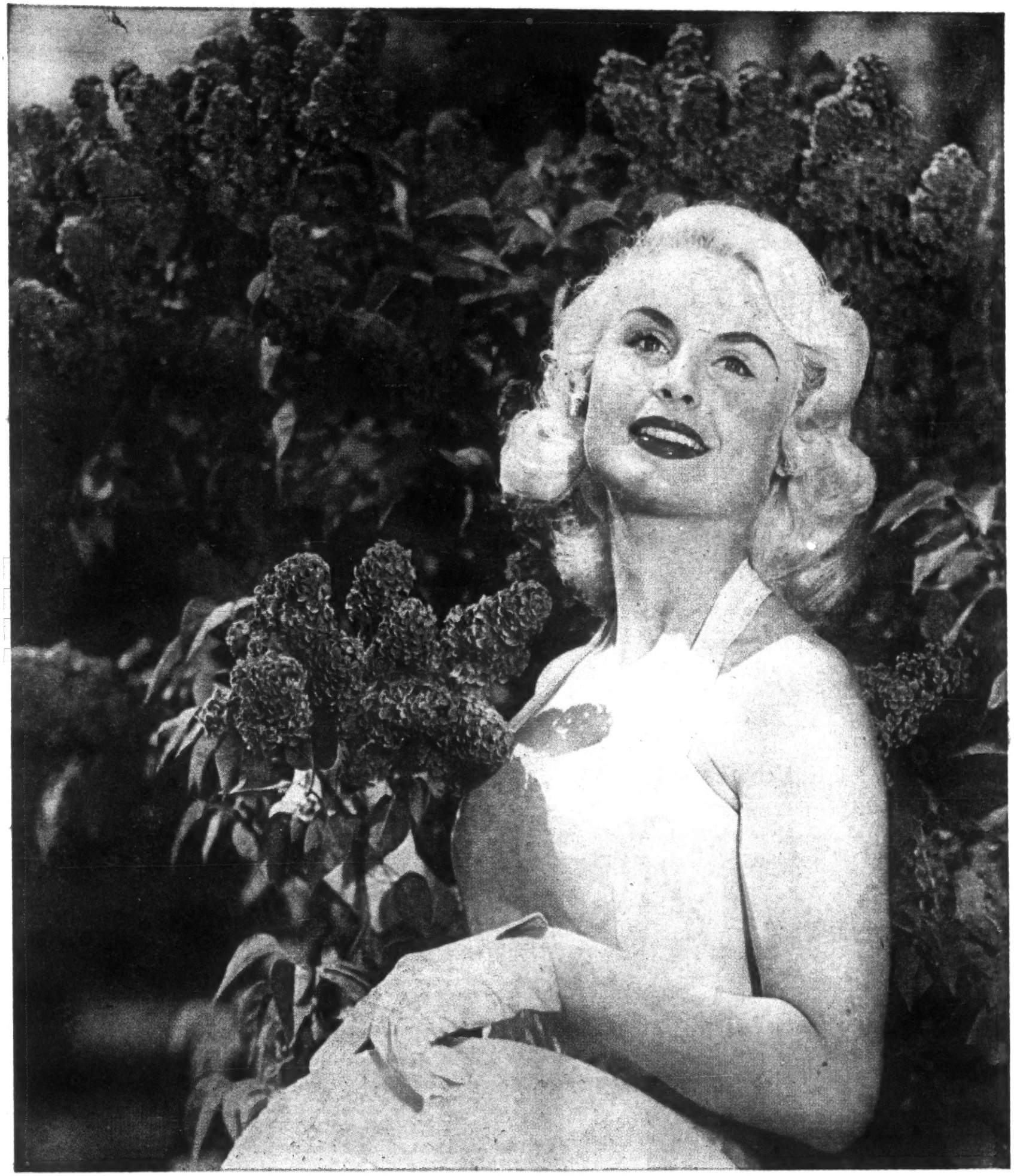
The basic blueprint for the tourism program, worked up for the department by Walter Johnson, vp of Interpublic Inc., calls for government-operated tourism promotion offices in the United Kingdom, Germany, France, Australia, Japan and either Brazil or Venezuela, with roving travel representatives in a number of other areas. The ad drive, utilizing about half the total budget for the tourism operation, would concentrate in the 12 most promising markets: United Kingdom, Germany, France, Venezuela, Japan, Australia, Brazil, Colombia, Italy, the Netherlands, Belgium and Switzerland (AA, April 17).

■ Mr. Johnson's plan emphasized the importance of a local approach in each market where the advertising program operates. "Our program must be designed to appeal to each nationality along pre-tested lines, so that we will know that our advertising, promotion and direct selling in these markets will be productive within the size of the market itself," he wrote.

In this respect, the list of prospective agencies would include agencies that operate their own branch offices in these markets, plus agencies which have network or affiliation agreements with offices in the overseas markets. One estimate indicated that somewhere between 15 and 20 agencies may meet the basic criteria for participating in the competition.

■ The actual selection of the agency will be made by a committee of executives in the department. No speculative presentations will be considered. Each agency will be examined in terms of its experience and resources. Finalists will be invited to appear before the selection committee.

When the program is in full swing, the tourism office will be spending about $2,500,000 for advertising. In addition, it has roughed out a budget of about $835,000 for sales promotion; $205,000 for editorial promotion; $125,000 for research; $50,000 for visitor satisfaction, as well as other sums for travel centers, roving representatives, and the operation of the small Washington headquarters office. #



A few flowers for the SKILLionaire's lady

Every spring, in Rochester, N. Y., the SKILLionaire sets aside for his lady 15 solid acres of very special flowers.

It's a bounteous bouquet. The SKILLionaire and his lady name it the Spring Lilac Festival and share its beauty with tens of thousands of tourists each year.

It's typical of the SKILLionaire—the man on the street in Rochester, a skilled worker in one of the city's precision industries. He does everything in a big way.

For instance, he brings home a pay check considerably bigger than the national average. The SKILLionaire's family has an average annual spendable income of $7,172.

He owns his own home. Seven of 10 Rochester homes are owner-occupied.

He tries new activities, new products. He makes Rochester an unusually successful test market. Ask Dowgard, Alpine and Minute Maid —they tested new products here, effectively.

We know the SKILLionaire well. Almost every family in metropolitan Rochester buys and reads one or both of our newspapers every day. For complete information on this unusual market, write National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

Is the face familiar?

Then you saw this ad last March, in black and white. Why did we print it again, in full color? Turn the page, if you will, and you'll see that . . .

A few flowers for the SKILLionaire's lady

. . . the SKILLionaire's lady responds to color, too

You saw, on the other side of this page, an example of the excellent color printing done by the Gannett Newspapers of Rochester, N. Y.

Color like this is the way to excite maximum buying impulse of the family of the SKILLionaire.

And only newspapers can cover this market so extensively with color.

May we send you details about our color facilities? Write our National Advertising Manager, Gannett Newspapers, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT and CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, Detroit, San Francisco.

Dishonest Ads Move Consumers to Make 'Translations' for Self-Protection: Shepard

CHICAGO, May 16—Disappointing experience with dishonest advertising has led consumers to develop "protective translations," to look for false fronts and to discount many ads, Albert Shepard, president of Motivation Dynamics, Mohegan Lake, N.Y., said at the American Psychiatric Assn.'s convention here last week.

Speaking to a small group on the ethical implications of mass persuasion, Mr. Shepard expressed regret that North American society rewards and reinforces, by its response, advertising that irritates; and penalizes marketers whose ads are in better taste.

He cited advertising for Dristan, Anacin and Arrid as examples of irritating promotion that consumers respond to. Research has shown, he said, that this advertising is successful, in spite of its being offensive to many.

Among other "troublesome trends" that he had noted, Mr. Shepard mentioned trivial exploitation in advertising of significant events. He criticized as a tenuous tie-in a Shell Oil ad capitalizing on the recent Project Mercury achievement (AA, May 15), and the proximity of "vulgar" constipation remedy commercials to news announcements of paramount national importance.

■ Mr. Shepard said he was ashamed, as an American, of a commercial following a reading of President Kennedy's ringing reply to Nikita Khrushchev, on the latter's threat in the Cuban crisis. The commercial began, "Have you been bothered by embarrassing urgency . . . "

He also objected to efforts directed to small children, trying to sell them expensive toys.

Mr. Shepard had high praise for some "giant companies" that have learned that deceitful manipulation does not pay. For many, he said, conspicuous truthfulness has paid off.

■ Dallas Smythe, research professor of the University of Illinois institute of communications research, speaking before the same group, said that the first duty of mass media in the U.S. is to survive as commercial enterprises and to educate readers and listeners to loyal consumership of advertised goods and services.

Prof. Smythe said the choice for broadcasters, especially, is between self-restraint in profit seeking or governmental restraint. #

Miller Joins Hough

John C. Miller has joined the Frank G. Hough Co., Libertyville, Ill., subsidiary of International Harvester Co., as assistant to the advertising manager. Mr. Miller was formerly advertising manager of W. L. Ballentine Co., Toronto. R. E. Connolly continues as assistant advertising manager.

Foltz-Wessinger Adds One

Potomac Edison Co., Hagerstown, Md., has appointed Foltz-Wessinger, Lancaster, Pa., to handle its advertising.

Doyle Retires from 'News'; Dunn Named Ad Manager

James A. Doyle, advertising manager of the *Newark News* who joined the newspaper in 1919, will retire May 31. He will be succeeded by Frank Dunn, an ad salesman with the *News*.

Mr. Doyle, a former national director of the Newspaper Advertising Executives Assn. and a state vp of the group for many years, also had studied retailers' newspaper problems for ad executives and for the National Retail Merchants Assn., of which he is a member.

Grieble Joins Allied

Arthur (Buddy) Grieble, Cleveland performer, arranger and composer, has joined Allied Advertising Agency, Cleveland, as music director. Mr. Grieble will direct Allied's use of music in radio and tv commercials as well as other audio-visual projects.

Results Unlimited Adds 3

Results Unlimited, Rutherford, N.J., has added three new accounts: Holiday Billford Corp., New York; Accro Watches, New York; and Warren-Lloyd Inc., Paterson, N. J., manufacturer of furniture.

Play this winning foursome

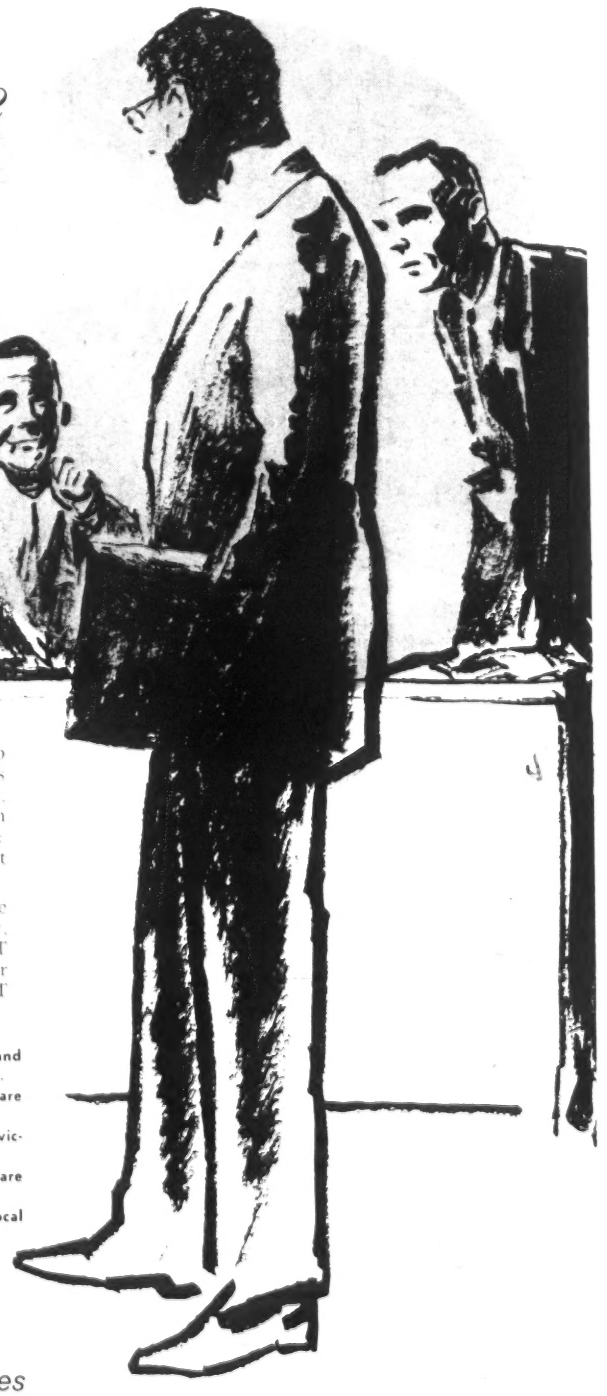
Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

what qualities . . .

do you look for in hiring salesmen?



A wise man once said "What you *are* shouts so loud that I can't hear what you're saying". There's a moral there for buyers of time. Screaming, shouting, sensational formats may be popular in some places, but Iowans prefer our style. Proof: our news and sports ratings have led all the rest for years and years.

Choose your station just as carefully as you hire your own salesmen — on the basis of integrity, stability and responsibility. In Des Moines KRNT and KRNT-TV have these qualities. It's no wonder Iowans believe in and depend on the KRNT Stations.

- People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.
- ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.
- The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.
- Local radio advertisers have given us by far the biggest share of business in a six-station market.
- Local television advertisers have given us 80% of the local business in a three-station market.

Check our ratings with the Katz Man. He can help you hire our salesmen, too.

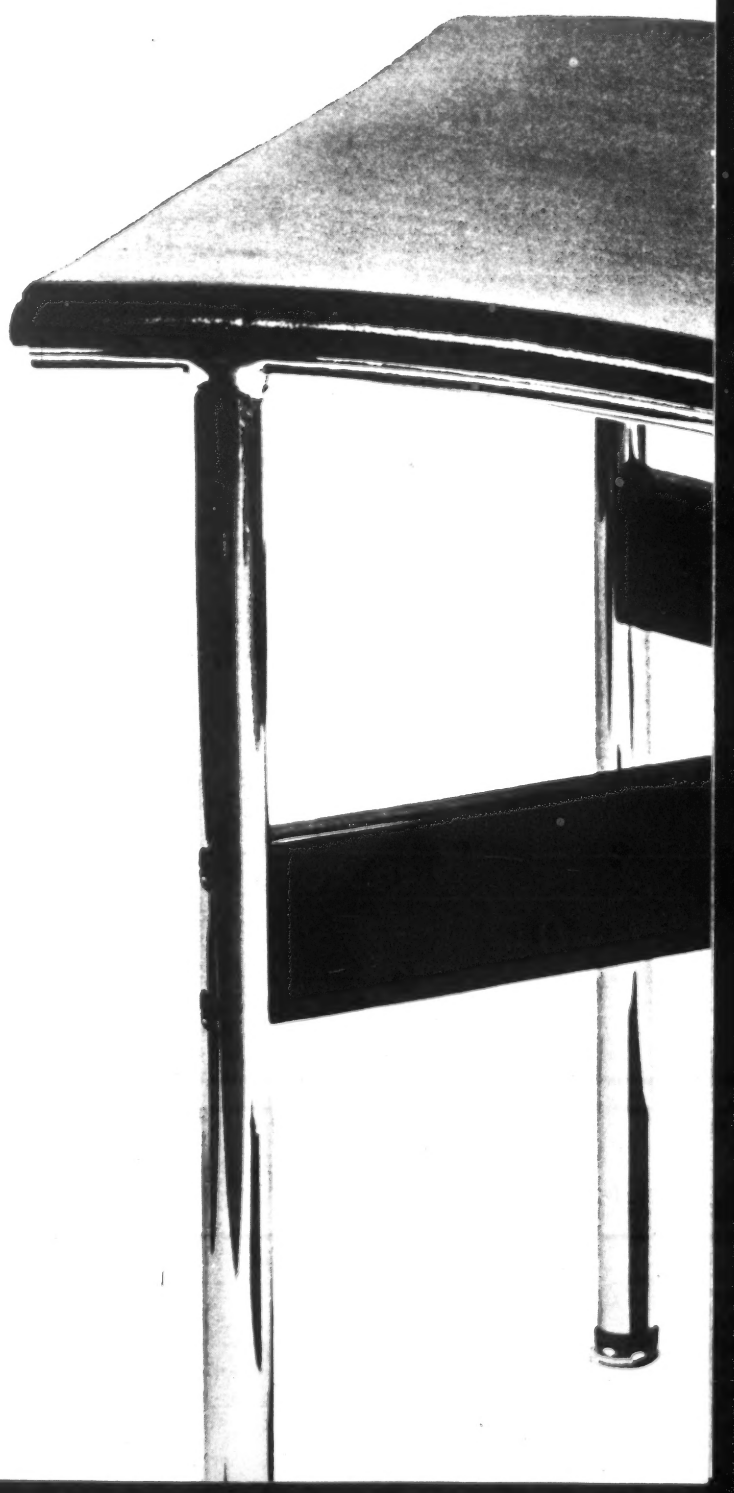
KRNT

Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

One good decorating idea in VOGUE leads to another in the VOGUE reader's house . . . and a nation's taste begins to change. VOGUE's Fashions in Living, a special section in each issue of VOGUE, motivates the decorating habits of more than 3,000,000 smart American women. A chair like this (shown first in VOGUE and found everywhere now) can launch a whole new idea in decor. New colour

Vogue motivates...multiplies



VOGUE

the magazine that puts action in fashion

schemes are built around it, fabric ordered to complement it and new flooring put down to stand it on. That's the way fashion works: selling the specific merchandise, multiplying new ideas by the dozen, mushrooming sales figures for an industry. That's the way VOGUE works . . . the most powerful fashion medium in America.

. . mushrooms fashion

© THE CONDÉ NAST PUBLICATIONS INC. chair by laverne

The Editorial Viewpoint . . .

Doing Is Better Than Talking

It is encouraging to see the advertising business turning more and more to the notion that the best way to improve our image is to improve our advertising.

All of us have known this all along. But it has been easier and more popular to try to shout down those who pointed to the faults of advertising than to accept some personal responsibility for those faults, and to try to do something about them.

The other day Ernie Jones, president of MacManus, John & Adams, pointed out again that advertising ethics, business ethics and media ethics are every adman's responsibility, and that we must all do our part toward maintaining public faith by deeds rather than words.

A couple of weeks ago, Art Tatham of Tatham-Laird, speaking of the Four A's projected public relations program, advanced one suggestion that we found highly intriguing:

"I think an extremely interesting pamphlet or booklet might be produced under the sponsorship of responsible advertisers and agencies to tell the public how to deal with irresponsible advertising," he said. "Such a booklet, bearing the stamp of advertising groups, and making the point that responsible, honest advertisers are more eager than anyone else to see that no one is misled or confused by advertising, might be one of the finest public relations efforts we could make."

The advertising which the Cleveland Advertising Club broke in Cleveland newspapers last week fits Mr. Tatham's prescription almost to the proverbial T. A simple all-type ad under the headline, "What do *you* think of advertising?" the copy was equally simple:

"If you're like most of us, you depend on advertising—perhaps more than you realize—to keep informed of good buys in the stores, of new products and services that can save you time and money.

"But occasionally you see a 'bad ad'—an advertisement or commercial that offends you, insults your judgment or attempts to mislead you.

"These few *bad ads* offend us in advertising even more than they do you. We know that honesty and good taste build good business.

"Now we want *you* to be an important part of the 'Cleveland Plan' for maintaining integrity and good taste in advertising. *Here's how* . . .

"If you see or hear any advertising you believe is misleading or offensive, let us know about it. Coupons at the bottom of this page can be cut out and kept handy. Or, simply send us a note giving details."

Some will fear this open plea for criticism. But thoughtful admen will welcome it as a sincere attempt to help keep advertising clean and acceptable. And so, we are sure, will most thoughtful members of the critical public.

The Minow-Dixon Axis

Well, the honeymoon is over, as far as the advertising business, broadcasting and Washington are concerned.

If there were those who felt that FCC Chairman Newton Minow was not really going to adopt a harsh line toward broadcasting and its foibles, they were amply disabused at the NAB convention. And if there were those who thought that FTC Chairman Paul Rand Dixon was not going to go his own "new" way with the FTC, they too are now disabused.

Mr. Minow really shook up the broadcasters. No one has talked to them like this since the dear dead days when the then FTC chairman, James Lawrence Fly, stirred the breezes in the ballroom of the Jefferson Hotel in St. Louis with his charge that the National Assn. of Broadcasters, whose convention he was at that moment addressing, was like mackerel in the moonlight—"it both shines and stinks."

Broadcasters almost universally resented Mr. Minow's remarks—not so much what he said, as "the way he said it." And spokesmen for the broadcasting industry and others have rushed into the breach crying "censorship." At the same time, spokesmen for advertisers, some obviously enjoying the broadcasters' momentary discomfiture, rushed into print with praise for the Minow stand and harsh words for broadcasters and particularly for the networks.

They are both wrong. No one who considers the problem calmly can doubt for an instant that program content must be considered by the FCC in deciding whether the airwaves are being used properly. Over-all programming standards must be taken into account by the regulatory agency, and we are convinced that they can be taken into account without indulging in censorship.

And advertisers who now blame all the ills of broadcasting on the networks and stations are conveniently forgetting their unwillingness —by and large—to buy anything but rating numbers, without regard to quality.

Broadcasting is a mass medium and must cater to mass tastes, and it has done a far better job than Mr. Minow gave it credit for, but it would be a brave soul indeed who would argue that it cannot improve its level a mite without alienating all its listeners. The tongue-lashing the FTC chairman delivered could help greatly in reversing the downward cycle which has been increasingly noticeable lately.

Gladys the beautiful receptionist

—Annette Lawrence, Newark Star-Ledger, Newark, N. J.

"They told the art director he'd have to design an album cover for Media Records."

What They're Saying . . .

That Well-Scrubbed Image

Currently, the word "image" is in style, and business men rush to the mirror to see what kind of an impression they are making on the public. Sometimes they are more concerned with the image than the fact.

Public relations advisors will counsel management on the good image that can be created in community relations by a progressive, cooperative attitude on such issues as local housing, smoke abatement, water supply, or the bad image created by ugly buildings, labor disputes, or tax protests. But what about the blank image created by the less-than-candid desire of the management that seeks anonymity in a community or an industry? Worse than a bad image is the vague, faceless image of the enterprise of "neuter gender," whose motives and policies are concealed in silence.

Children make faces in the mirror and sometimes frighten themselves in the process. When a business gets self-conscious about the face it is making before citizens, customers, employes, and stockholders, it might be wise to stop playing make-believe and try being natural, with all its warts and beauty spots equally visible. The personality of a business is reflected in the lives of the people it influences, as well as in the attitude of its management and the nature and quality of its product.

When a company "loses face" because of poor labor policies, shoddy products and services, or dishonored traditions, no borrowed or assumed mask is going to cover up its guilt or folly. The face that a company creates is reflected in the eyes of the consumer who appraises the product or service, and he doesn't worship any false image whether it is brazen, steel, aluminum, or plastic. He looks at the translucent facade of management and sees the conscience at work, for no mask can conceal its meaning or intention. The true likeness comes from the light within. No individual or group of individuals can disguise it, distort it, or improve it.

But if we keep the corporate face clean, there will be no need for cosmetics. Enlightened management prefers to scrub with plain soap and water.

—From an editorial in Dun's Review

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.
Senior Editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.
Associates: New York—**Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett**. Detroit—**Hugh C. Quinn**. Los Angeles—**Denis Higgins**.
F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4904) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

When Chairman Minow of the FCC cracked the whip at the convention of the NAB, the cracker sounded to the broadcasters very much like "license renewal."

•

"British admen may set standards authority," a story from the tight little isle reports.

They're a couple of jumps ahead of developments in the U.S.

•

"Remington breaks heavy ad drive on skin health," says a report in the world's greatest advertising journal.

Of course a few kind words for the Remington Roll-a-matic are included.

•

The 26 state farm papers which have organized a bureau of advertising are expected to borrow a leaf from the newspapers' book, "All business is local."

•

The Baltimore Sunpapers are promoting the many advantages of "Dynamic Baltimore," helped not a little by the dynamic rise in recent seasons of the high-flying Baltimore Orioles.

•

Anticipating possible future competition, Great Lakes Steel Co. is already beating the drums in behalf of its favorite product as a material for automobile bumpers against that bumptious young upstart, aluminum.

•

Gamble-Skogmo's efforts to buy control of General Outdoor may not be successful, but in the meantime its offer to shareholders has added something like $10 million to the value of the company's stock.

•

"Who's watching who?" asks ABC-TV, which is perfectly willing to disregard grammatical purists in favor of the easy colloquialism.

•

"Account group, not media department, called key spot in agencies," the story says.

This is a secret busy account men have been trying to keep from the reps for quite a while now.

•

A column by Robert Newcomb and Marge Sammons on "The Care & Feeding of Stockholders" in AA was read with interest by nervous management men confronted frequently at annual meetings by needling share owners.

•

The recent demise of *Salesweek*, the experts say, had very little to do with the fact that the magazine appeared once a month instead of weekly.

•

"What do you think of advertising?" the Cleveland Advertising Club asked newspaper readers.

They'll probably say it's too bad all tv commercials aren't as entertaining as "Mr. Clean."

•

Sell the medium in the predecision stage, Al Stanford suggests as the proper policy.

That's why media advertising bureaus were born.

COPY CUB.

on responsibility in the nation's capital

The Washington Post

Times Herald

Red China Threatens To Move Troops Into Laos If SEATO Does

Kennedy to Include De Gaulle in Talks

Harriman Charges K With 'Brinkmanship'

Berges Ladder Made Up Of Church, Traffic Jams

India Troops Could Lead To War, Katanga Warns

82 Navy Men Sail Away From Castro

FIRST IN WASHINGTON — IN CIRCULATION
IN ADVERTISING — IN JOURNALISTIC AWARDS

"The citizen should demand that the newspaper raise the standard of which George Washington spoke, a standard to which the wise and honest can repair, a standard which makes it harder for the rogues to gain respectability and gives strength and acceptance to the work of decent men."

Alfred Friendly, Managing Editor, The Washington Post, in a speech at Harvard University

Nielsen study sheds new light on advertising values in the media field

A. C. Nielsen Company, the nation's leading authority on the measurement of brand and product movement in the grocery and drug fields and recognized authority in radio and TV audience measurement is now reporting on magazine and Sunday supplement audiences.

The study, just released, reveals startling facts about the Sunday supplement field. The Nielsen Media Service is a continuing survey of major consumer magazines and supplements and television program audiences conducted in the same national panel of homes. The study provides a comprehensive report on print audiences together with the facility for examining how print and television work together in reaching the advertiser's audience.

Here is what the study shows about advertising values in the Sunday Supplement field:

1. Adult Homes per 100 copies*

The American Weekly is read in more adult homes per copy than any syndicated Sunday magazine checked. The American Weekly's reach is 21.6% greater than its circulation.

American Weekly *122*
Supplement B *106*
Supplement C *107*

2. Adult Women Readers per dollar*

The American Weekly is read by more adult women per dollar than any syndicated Sunday magazine checked. The American Weekly has 15.8% more adult women readers per dollar than Supplement B, 10% more than Supplement C.

American Weekly *264*
Supplement B *228*
Supplement C *240*

3. Adult Men Readers per dollar*

The American Weekly is read by more adult men per dollar than any syndicated Sunday magazine checked. The American Weekly has 3.5% more adult men readers per dollar than Supplement B, 5.1% more than Supplement C.

American Weekly *208*
Supplement B *201*
Supplement C *198*

4. Coverage of women, age 18-34

With its greatest penetration among women readers aged 18-34, The American Weekly reached a greater total of women in this age group than any Sunday magazine checked.

American Weekly *20.2%*
Supplement B *18.8%*
Supplement C *15.8%*

5. Coverage of homes in Nielsen "A" markets

The American Weekly's greatest strength is in the Nielsen "A" markets.

American Weekly *35.9%*
Supplement B *34.7%*
Supplement C *20.7%*

Would you like further data and information about this revealing Nielsen Media survey? Would you like to see how these new facts about the Sunday Supplement field can help you extend the dollar value of your advertising budget? Call your American Weekly representative.

The American Weekly

BEST READ SUNDAY MAGAZINE

...and the most resultful

THE AMERICAN WEEKLY · 65TH YEAR · BEST READ SUNDAY MAGAZINE ·

*Based on 1P4C rates and ABC circulations in effect at time study was made. Source: Nielsen Media Service—July-December, 1960.

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1960

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,257 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION . . . . . 1,285,420 (ABC 12/31/60)
C/P/M $2.37

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER APPEAR IN 159 MOVIES*—

BUT... WKZO-TV Results Make You A "Star" In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m.-9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

*Samuel Hinds appeared in 159 films, more than any other American actor.

Almost every home in the Kalamazoo and Grand Rapids market is a "theater" for WKZO-TV—and this market is *important* to you!

For example, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U.S. between now and 1965. As a result, WKZO-TV's dominant position is even more important. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday 1 p.m.-Midnight (NSI—Oct. 17-Nov. 13, 1960)!

You can *sell* in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

Sources: Sales Management Survey of Buying Power, and NSI for Kalamazoo-Grand Rapids.

The Telzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Val Sehmitz, former ad director of American Distilling Co. who retired to Clearwater, Fla., reports that an intrepid group of retired admen recently formed the Clearwater Adclub. Joining Mr. Schmitz on the roster are **Ray Alexander** (eastern manager, Crowell-Collier); **Max Sackheim** (president of the old Maxwell Sackheim agency, now Maxwell Sackheim-Franklin Bruck); **Sallie Weir** (vp of the old Sackheim agency); **Edward T. Knauff** (vp of Lennen & Newell); **Joseph J. Barnett** and **Joseph N. (Nix) Morrency** (Hearst Publications, Chicago); **Joseph P. Doyle** (ad manager of Wesson Oil); and **John Smith** (president of his own Boston agency). Newly elected club chairman is **Henry Hoke Sr.**, editor of the *Reporter of Direct Mail Advertising* . . .

Limelighters—**Andrew Heiskell**, board chairman of Time Inc., will receive the annual Action award for civic statesmanship at an awards dinner May 24. Action Inc. is a national citizens group "devoted to making cities better places to live and work" . . . A special citation for his 20 years' service to the March of Dimes was given to **Edward C. Donnelly Jr.**, president of John Donnelly & Sons, Boston outdoor advertising company . . . **Marvin Davis Winsett**, head of his own Dallas agency, was named "poet laureate of Texas" by a state senate-house committee in Austin . . . **Joseph M. First**, vp and general counsel of Triangle Publications, Philadelphia, was given the Pennsylvania Bar Assn.'s 1961 distinguished service award . . .

BEAUTY ENTRY—*Representing both the West Coast and the agency business in this year's Miss Rheingold contest is Jan Watson, a receptionist at Compton Advertising, Los Angeles. Miss Watson is one of six California finalists in the brewery's annual glamour promotion.*

A versatile investor is **Al Lewin**, Philadelphia advertising and marketing consultant and founder of the old Lewin, Williams & Saylor agency (now Mogul, Williams & Saylor). In addition to his consultant firm he recently acquired Radio Station WGTC, Greenville, N.C., and a motor lodge and restaurant near Washington, D.C. . . .

In the line of duty—**Douglas Jenkins**, account exec on the Pacific Area Travel Assn. for Campbell-Ewald, San Francisco, served as a delegate to the Economic Commission for Asia and the Far East tourism conference held in New Delhi earlier this month. Mr. Jenkins, the only adman-delegate, conducted a seminar on travel advertising, of course . . . On a month's tour of the Continent are **Wayde M. Grinstead**, vp and account supervisor of Clinton E. Frank, Chicago, and his wife . . .

Norval B. Stephens Jr., account exec at Needham, Louis & Brorby, Chicago, was elected a trustee of Arlington Heights, Ill. . . .

The Buffalo Exchange Club recently gave its Golden Deed award to **Alex F. Osborn**, one of the founders of BBDO, paying tribute to him as the city's No. 1 booster . . .

Globe trotters—**John J. O'Rourke**, head of his own agency in San Francisco, his wife Genevieve and daughter Deirdre, are on an island-hopping tour of Hawaii. And **Ken Snyder**, vp and radio-tv creative director of Needham, Louis & Brorby, Chicago, is discussing the International Broadcast Awards event with industry people on his trip to Europe this month. He is chairman of the Hollywood Adclub-sponsored event and hopes to get many European entries for the competition to be held next February . . .

Wallace Meyer, board chairman of Reincke, Meyer & Finn, Chicago, has received a citation from the school of journalism of the University of Wisconsin. The testimonial reads in part: "Symbol of integrity in advertising for more than 45 years . . . for your insight into the complex communications problems of contemporary society, for your services to your university, state and profession . . . "

It's a boy apiece for two first-time fathers at Clinton E. Frank, Chicago. Account exec **Jack Kilpatrick** named his Michael; copywriter **Al Dobson's** name choice was Douglas . . .

Come June 18, **Charles E. Scripps**, board chairman of Scripps-Howard, will be sailing for Tahiti as a deckhand on the Novia Del Mar, a 91' ketch which belongs to his cousin, John P. Scripps of San Diego. They'll be competing in the trans-Pacific race from Los Angeles to Honolulu which takes place every other year, and then going on to the South Pacific. It's about a 20-day sail to Tahiti, they hope . . .

When **Burton Granicher**, vp and account supervisor of McCann-Erickson, San Francisco, arrived at the office the morning of his 35th anniversary, he found that friends had put up a portable billboard across the street, to offer their congratulations . . .

Charles Isenberg, account exec at Lee Isenberg & Associates, Hartford, ad and pr agency, and his wife are proud parents of their first child, James William . . .

On May 4 Isabel Wilber, wife of **Tom Wilber**, account executive at Fuller & Smith & Ross, Pittsburgh, thoughtfully presented the family with a present on her birthday—the fourth Wilber and third son . . . **Gerald N. Kurtz**, president of Kurtz & Finkle, New York, and father of three daughters, now has a son, Andrew Peter, born May 3 . . . **Sal Agovino**, on the New York radio sales staff of the Katz Agency, is celebrating the birth of his second daughter, Susan, born May 2 . . .

Ten oil paintings of the Caribbean, the work of **Samuel Rome**, advertising production manager of International Latex Corp., were exhibited at the Lynn Kottler Galleries, New York, early in May . . .

How McGraw-Hill trims off subscription "fat" with Western Union Survey Service

No frills . . . no fat . . . just prime, lean circulation meat. That's what McGraw-Hill serves up to advertisers in its many publications.

And to keep its paid subscription lists meaty and meaningful, McGraw-Hill makes regular use of Western Union Survey Service to supply any missing data on subscription applications.

Trained Western Union interviewers ask pertinent questions at the local level . . . get information fast . . . and speed it to McGraw-Hill. This information enables McGraw-Hill to guard against circulation dilution. Advertisers gain, too. They *know* that the ABC-paid circulation of every McGraw-Hill magazine is *all*-influential.

Your company, too, can put its hands on the facts in record time with Western Union Survey Service. Want regional or nationwide market and opinion surveys? Distribution checks? Data on competitive activity? Just tell us who to contact, with what questions, and leave the legwork to us.

More facts? Send coupon to us by collect wire. Or write to us on your letterhead.

Western Union Special Services . . . for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-3 — COLLECT
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

Please send me more information, without obligation, on Western Union Survey Service.

Name_____

Company_____ Title_____

Address_____

City_____ State_____

2
METROPOLITAN LUBBOCK SECOND IN THE NATION IN RETAIL SALES... $5,770 PER HOUSEHOLD!
40% ABOVE U.S. AVERAGE !...
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE
The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!
LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

Zakin Adds Fleer Gum; Appoints Kaufman PR Head

Zakin Co., New York, has been named to handle advertising for Frank H. Fleer Corp., Philadelphia, manufacturer of bubble gum. The company has been placing direct. Fleer has promoted Raymond S. Beck from assistant director of marketing to marketing director.

Zakin has named Ben Kaufman director of its new public relations division. Mr. Kaufman for many years was New York staff correspondent for the *Hollywood Reporter*. Zakin also plans expansion of its marketing and research services.

Information for Advertisers

Grocer-Graphic has published a 92-page study of the food industry. The study contains a breakdown of all retail sales, share of market figures, geographical statistical survey, plus personnel and background of all metropolitan New York retailers with four or more stores and all major wholesaling factors. Priced at $1 each, copies may be obtained from *Grocer-Graphic*, 3 East 40th St., New York 16.

• Use and ownership of appliances by Negroes in Washington, broken down by frequency of use by brand names, ownership and use by income group, least used appliances, most desired appliances, are included in a study available from **Associated Counselors International**, 1502 Massachusetts Ave., S.E., Washington 3. At the same time, **Brick Muller & Associates**, Falls Bldg., Memphis, has published a survey on buying habits and characteristics of the Memphis Negro market. The survey is priced at $25 per copy and $7.50 for each additional copy.

• "Total Market Penetration," a 38-page booklet showing how carefully selected mailing lists plus planned, creative direct mail campaigns can be used to help solve problems which increase costs of individual sales calls, has been published by and is available from **DMCP Associates**, 1814 Jefferson Ave., Toledo 2. Requests for copies should be written on company letterhead.

• Reprints of a comprehensive study of the supermarket industry, "The True Look of the Super Market Industry," which appeared in its May edition, are available at 50¢ each from **Super Market Merchandising**, 67 W. 44th St., New York 36. =

Rothlin Joins Allen as Consumer Advertising Head

Richard G. Rothlin will join Allen, De St. Maurice & Spitz, San Francisco, as director of consumer advertising, a new post, about June 1.

Richard G. Rothlin

Mr. Rothlin, formerly an account executive of Wade Advertising, Chicago, will also handle representation of national agencies and advertisers which require advertising outlets in the northern California area. Mr. Rothlin left San Francisco in 1956 when Peters, Griffin, Woodward transferred him to Chicago. He also has been an account executive with Needham, Louis & Brorby.

Burgermeister Sets Campaign

Color spreads in *Life*, *Look*, and *The Saturday Evening Post* will be used by Burgermeister Brewing Co., San Francisco, to promote a new theme "Burgie is brewed for refreshing people." The new campaign, prepared by Batten, Barton, Durstine & Osborn, will also involve use of radio, tv and outdoor advertising. The magazine schedule calls for eight insertions in each of the three publications; the outdoor bulletins will appear in California, New Mexico, Nevada, Arizona and in the Portland area. Radio and tv spot schedules will be used in these same markets and also in Hawaii.

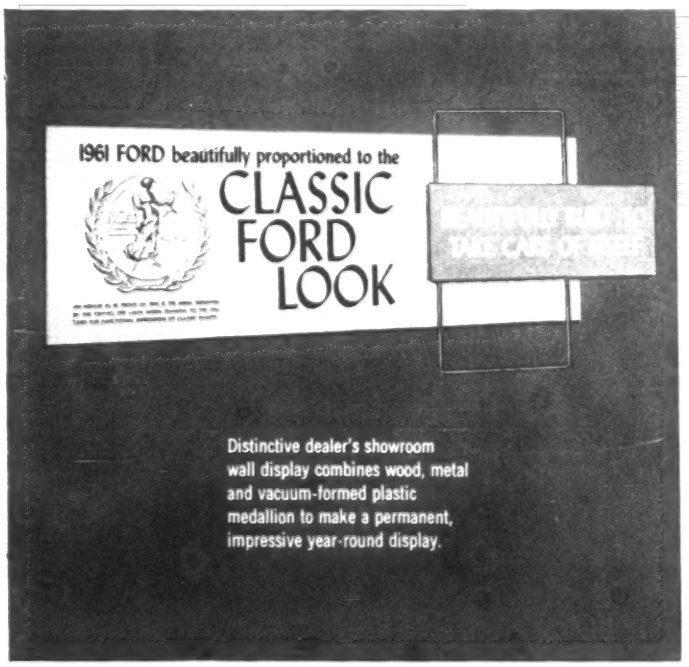
Monks' Bread Drive Set

Ward Baking Co., New York, has scheduled a series of ads for Monks' bread in several of the Catholic Family Newspapers group. These include the *Catholic*, Raleigh, N.C.; *Catholic Action of the South*, New Orleans; *Catholic*, Orlando, Fla.; *Voice*, Miami; *Messenger*, East St. Louis, Ill.; and the *New York City Catholic News*. Grey Advertising is the agency.

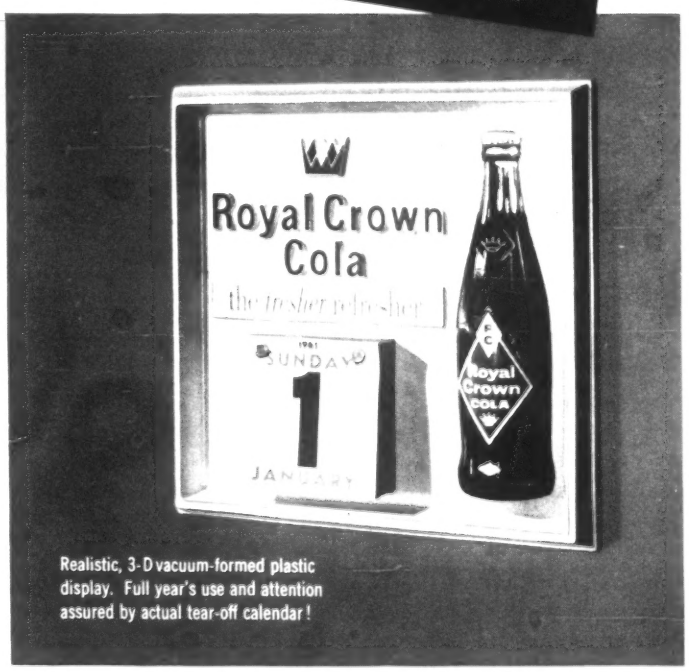
deas *that sell at the point of sale*

Your *pay-off* advertising at the point of sale can be made more effective through CSP's complete service. We do the whole job . . . create, design, produce . . . a single display or a year-round program. We produce displays of every kind, plastic, cardboard, metal, cloth or you name it, including complete dealer kits. Whatever your product or market, we can do the *whole* job—from idea to distribution—better! For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

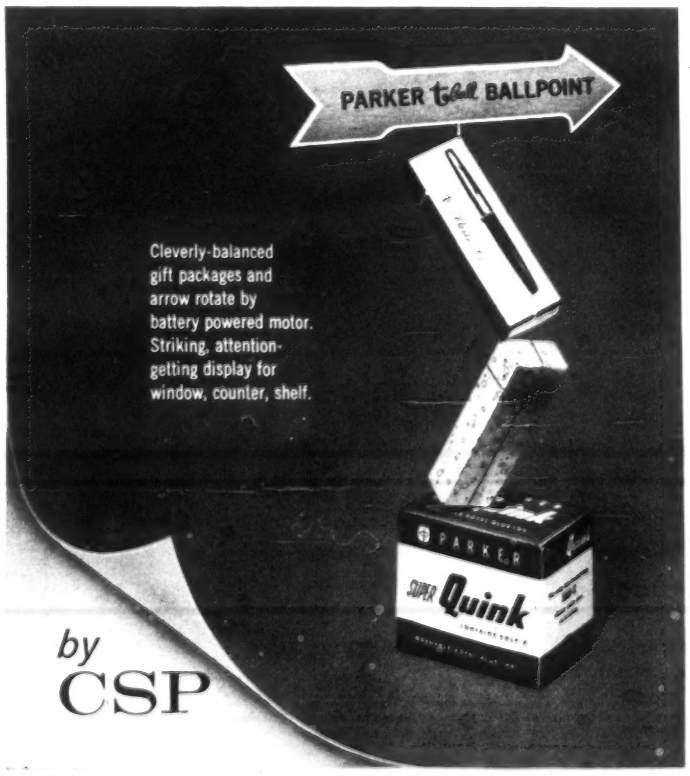
CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities



Distinctive dealer's showroom wall display combines wood, metal and vacuum-formed plastic medallion to make a permanent, impressive year-round display.



Realistic, 3-D vacuum-formed plastic display. Full year's use and attention assured by actual tear-off calendar!



Cleverly-balanced gift packages and arrow rotate by battery powered motor. Striking, attention-getting display for window, counter, shelf.

by CSP

Supermarket display features actual fishing outfit. Colorful lithographed cardboard cut-outs stand on pole amidst mass merchandise display.

Now the Big Three Are Bigger, More Important Than Ever

	Total Paid Circulation 1st Quarter 1961*	Circulation Gain Over 1st Quarter 1960
LIFE	6,922,152	156,821
LOOK	6,553,411	421,882
POST	6,456,546	181,826
	19,932,109	760,529

*As filed with the Audit Bureau of Circulations, subject to audit.

In the past year, the Big Three weekly-field magazines gained 760,529 (or 4%) in *paid* circulation while *free* television's top 10 shows *lost* 4% in household viewing.

Among the Big Three magazines, LOOK gained far more circulation during this period than did the other two magazines *combined.*

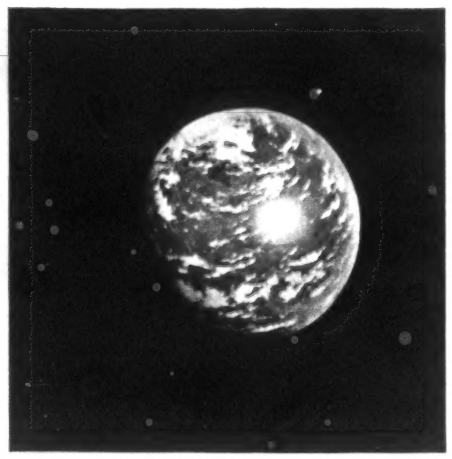
The tremendous reach of the Big Three magazines *begins* with circulation, but goes much further. Copies of average issues are read in 32,072,000 *different* households (60.4% of U. S. homes) by 49,002,000 *different* people aged 18 and over.

The Big Three magazines *concentrate* this readership in households that are the best customers for goods and services—households that represent "The Profitable Difference" to advertisers. This quality coverage is a magazine plus.

As America's Big Three magazines grow bigger year after year, they play an increasingly significant role in the lives of the American people. The printed word imparts believability. Their prestige commands respect. The combination makes it possible for them to inform, to entertain, to move people to thought and action in a way that is unmatched by any other medium of communications.

LOOK THE EXCITING STORY OF PEOPLE

SCIENTIFIC AMERICAN



THE AGE OF SCIENCE: 1900-1950 FIFTY CENTS

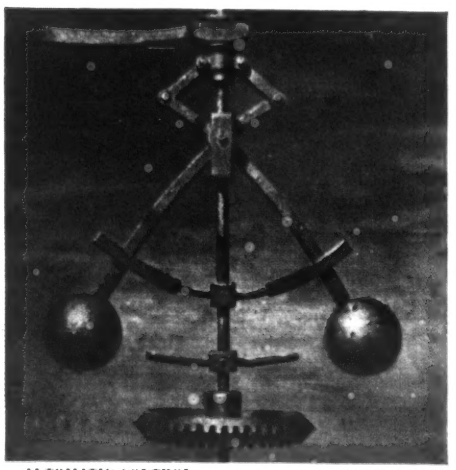
September 1950

SCIENTIFIC AMERICAN

HUMAN RESOURCES OF THE U.S. FIFTY CENTS

September 1951

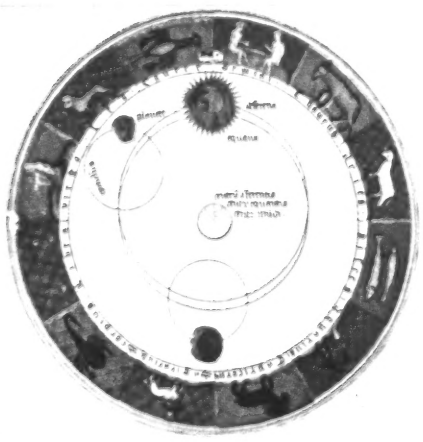
SCIENTIFIC AMERICAN



AUTOMATIC CONTROL FIFTY CENTS

September 1952

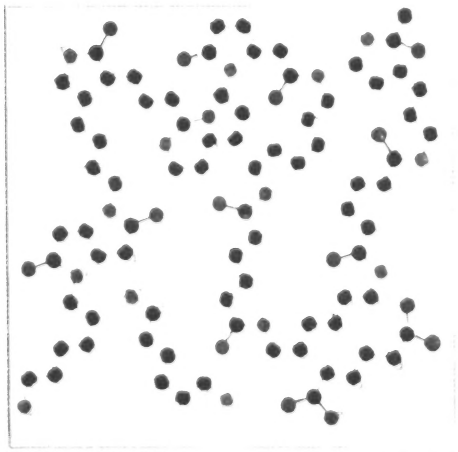
SCIENTIFIC AMERICAN



THE UNIVERSE FIFTY CENTS

September 1956

SCIENTIFIC AMERICAN



GIANT MOLECULES FIFTY CENTS

September 1957

SCIENTIFIC AMERICAN

INNOVATION IN SCIENCE FIFTY CENTS

September 1958

Twelfth Annual Single-Topic Issue: THE LIVING CELL

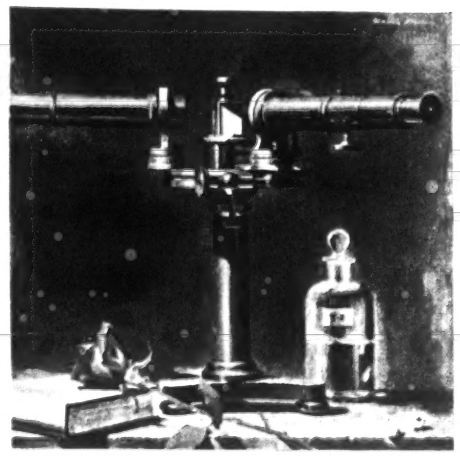
The annual single-topic issue of SCIENTIFIC AMERICAN—devoted in its entirety to a significant frontier in fundamental investigation or technology—is now an established institution in the journalism of science.

Each issue, beginning with *The Age of Science* published in September 1950, endures as a comprehensive, contemporary survey of its subject written by the foremost authorities in the fields concerned.

The 1961 single-topic issue, the 12th in the series, scheduled for publication in September, will be devoted to *The Living Cell*. The occasion for the publication of this issue is the growing realization that the life sciences are bound to supplant

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., NEW YORK 17

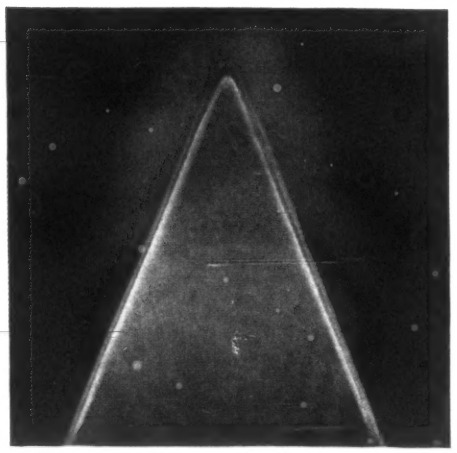
SCIENTIFIC AMERICAN



FUNDAMENTAL QUESTIONS IN SCIENCE — FIFTY CENTS

September 1953

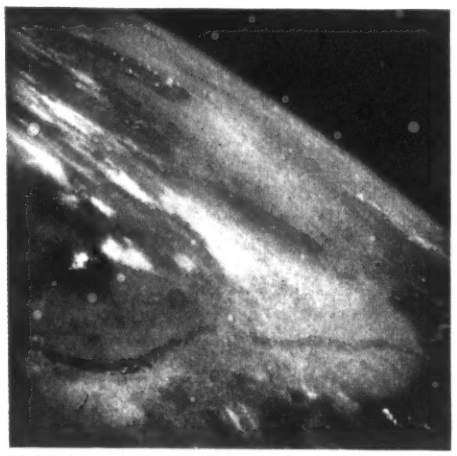
SCIENTIFIC AMERICAN



HEAT — FIFTY CENTS

September 1954

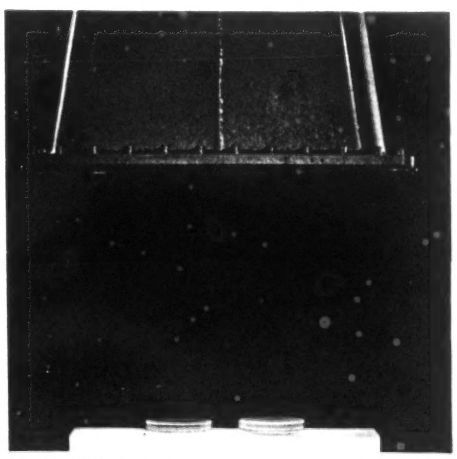
SCIENTIFIC AMERICAN



THE PLANET EARTH — FIFTY CENTS

September 1955

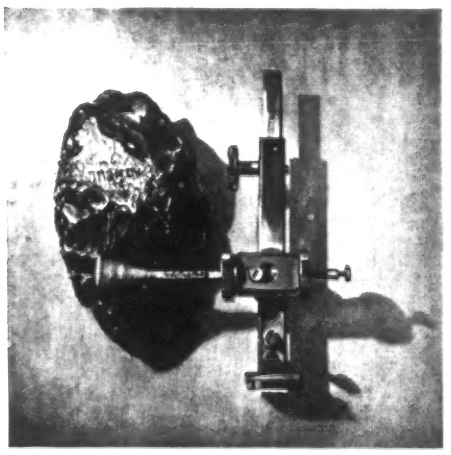
SCIENTIFIC AMERICAN



IONIZING RADIATION — FIFTY CENTS

September 1959

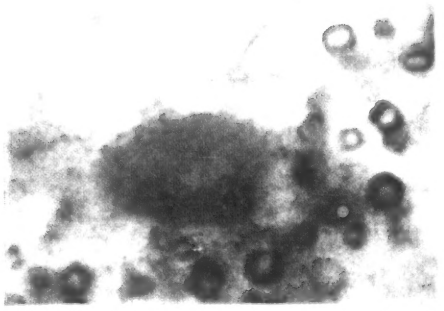
SCIENTIFIC AMERICAN



THE HUMAN SPECIES — FIFTY CENTS

September 1960

SCIENTIFIC AMERICAN



THE LIVING CELL — FIFTY CENTS

September 1961

September 1961

physics at the center of the stage in science and technology during the remainder of this century. At the focal point of work in these disciplines is the living cell, the "ultimate particle" of life.

Three times in the last four years all advertising space in the single-topic September issue has been sold out prior to the regular closing date. This September we are once again limiting advertising to 175 pages in the single-topic issue.

Industrial advertisers who are planning to use this issue to reach the men of Technical Management, uniquely assembled in the 275,000 paid circulation of SCIENTIFIC AMERICAN, are invited to place their reservations early.

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

South Bend Re-proves Old Proverb...

For the second straight year South Bend leads all Indiana Metro Areas in per household and per capita incomes: $7987 and $2385 respectively*. This buying power ($575 million*) continues to attract new retail outlets . . . 16 new stores opened in April; others will open shortly! Reach South Bend and its 15-county market area with The South Bend Tribune. Get details in new market data book.

*Sales Management's 1961 Survey of Buying Power

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher
Story, Brooks & Finley, Inc., National Representative

Hubbach Joins Fisher: KOMO Boosts Jordan, Behnke

William J. Hubbach, general sales manager of KOMO-TV, Seattle, has been appointed manager of Fisher Broadcasting Co., owner and operator of a new television station that will begin operating on Channel 2 in Portland, Ore., this fall. Maitland L. Jordan, formerly station manager of KOMO, Seattle, has been named general sales manager of KOMO-TV, succeeding Mr. Hubbach. John Behnke, formerly commercial manager of KOMO, succeeds Mr. Jordan.

Chicago Adclub Elects Chance

Ben Chance, of Motorola Inc., has been elected president of the Advertising Executives Club, Chicago. Other newly elected officers include Virginia Wright, Fair Store, 1st vp; Zed R. Daniels, of Zed R. Daniels Inc., 2nd vp; Al Fisher, Borden Co., secretary; and Al Eckstein, Illinois Central Railroad, treasurer.

J. Colonna Bros. Uses Namesake in Push for New Lines

NEW YORK, May 16—It was Colonna, the comic, talking for Colonna, the company (no relation) here.

The saucer-eyed efforts of comedian Jerry Colonna have been enlisted in an ad drive by J. Colonna Bros., North Bergen, N. J., as the company begins expanding its marketing of grated cheese and flavored bread crumbs—and introduces what it believes is the nation's first low-calorie spaghetti sauce.

Mr. Colonna is appearing on WNBC-TV 26 times a week, via filmed minutes, 20-second, and 10-second spots. The accent is on a grated cheese blend of Romano, Sardo, and Parmesan, and the bread crumbs' cheese-herbs-spice formula—and, of course, the name Colonna.

Newspaper ads for the two products have been 600-line and 249-line insertions, placed throughout the Northeast and in Florida by the Colonna agency, Gardner Advertising Co. The Philadelphia ad mix has had a twist: Colonna has alternated its linage in dailies with spot radio on WRCV disc jockey shows.

■ Some concern by Colonna and Gardner preceded the low-calorie sauce push. "We recognized the danger of folks having a subconscious feeling that low-cal products are tasteless," said an agency source. "That's why we stress: 'The only difference is in your figure'." He said the keep-slim theme would remain, initially, and that later Mr. Colonna's talents would be called on for this product, as well.

Thus far, Colonna (the company) has launched its low-calorie sauce campaign only in Connecticut, with 249-line and 1,000-line ads, and has put out a few New York test feelers. Copy theme is, "Let us buy your first jar," as consumers are invited to get reimbursed by sending in coupons from newspaper ads, or from shelf-talker cards in supermarkets or independent grocers.

The company has budgeted about $75,000 for its initial sauce promotion, and $125,000 for the grated cheese and bread crumb push. #

Olin Sets Drive to Boost Cellophane in Packaging

Olin has set an advertising program designed to strengthen cellophane's position as a packaging material. The company, a division of Olin Mathieson Chemical Corp., will run ads in general packaging, industry, marketing, design, sales and consumer publications. Ads emphasizing Olin's savvy in developing new cellophanes to solve packaging problems will appear in *Consumer Packaging, Food Field Reporter, Modern Packaging, Packaging Design, Package Engineering* and *Sales Management*.

A series of specific product campaigns will feature Olin's most recent cellophane developments. These ads are scheduled for *Bakers Industry, Bakers Weekly, Biscuit & Cracker Baker, Candy Industry & Confectioners Journal, Manufacturing Confectioner, Potato Chipper, Pretzel Baker, Progressive Grocer, Supermarket News* and *Tobacco*. A customer support campaign will run in *Good Housekeeping* and *Progressive Grocer*. Doyle Dane Bernbach Inc. is the agency.

Teague Joins Pangburn

Gordon Teague has joined Pangburn Co., Fort Worth, candy manufacturer, as advertising manager, a new position. Mr. Teague was formerly with Cole & Weber, Portland.

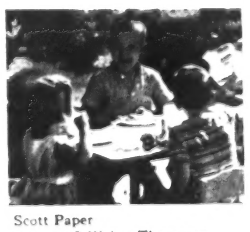
MPO

takes more awards, has more finalists than any other production company in the second American TV Commercials Festival

Lucky Strike
Agency: BBD & O
Agency Producer: Bernie Haber
MPO Director: Charlie Dubin
Best in Category

Ivory Flakes
Agency: Grey Advertising
Agency Producer: Catherine Pitts
MPO Director: Mickey Schwarz
Best in Category

Eastman Kodak
Agency: J. Walter Thompson
Agency Producer: Charlie Dubin
MPO Director: Charlie Dubin
Best in Category

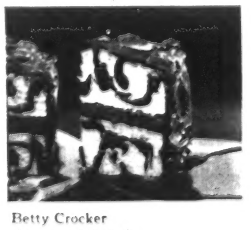


Scott Paper
Agency: J. Walter Thompson
Agency Producer: Mort Levin
MPO Director: Murray Lerner
Best in Category

Pal Blades
Agency: K & E
Agency Producer: Max Glandbard
MPO Director: Joe Kohn
Special Citation

Brylcreem
Agency: K & E
Agency Producer: Larry Parker
MPO Director: Joe Kohn
Special Citation

Tide
Agency: Benton & Bowles
Agency Producer: Joe Marone
MPO Director: Marvin Rothenberg
2nd in Category



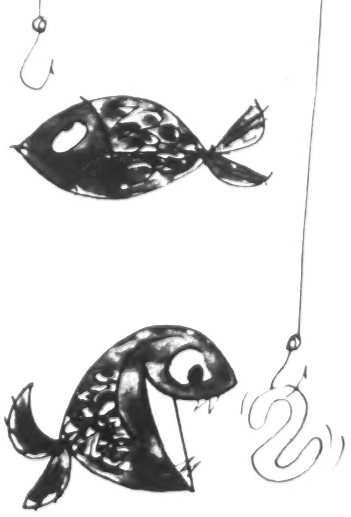
Betty Crocker
Agency: BBD & O
Agency Producer: Bernie Haber
Director: Ben Berenberg
2nd in Category

Plus: **18 other commercials selected as finalists and included in the 150 Best TV Commercials of the Year!**

MPO leads the way again with the most awards and the most Festival Finalists in the 2nd American TV Commercials Festival. Selected by an outstanding jury of advertising, agency and TV production executives, these awards bear out the creative contribution made by MPO to the commercials it films. Without losing or changing the advertiser's message, MPO's professional filmmaking skill adds award-winning vitality to all its films. Next commercial you make, call in MPO *first*.

MPO VIDEOTRONICS, Inc.

IN NEW YORK: 15 East 53rd St., TR 3-7000 IN DEARBORN: 921 Monroe Blvd., CH 8-4412/IN CHICAGO: 134 LaSalle St., CE 6-3164 IN HOLLYWOOD: 800 N. Seward St., HO 6-3341



GOODS ARE NOT BOUGHT. THEY ARE **SOLD**

There is a substantial difference between making a product available and making a sale.

Today, when differences in brands are so often marginal, it is important that an advertiser should select an agency which understands all the facets of selling—from intelligent assessment of the prospect to the creation and selection of the most effective selling message.

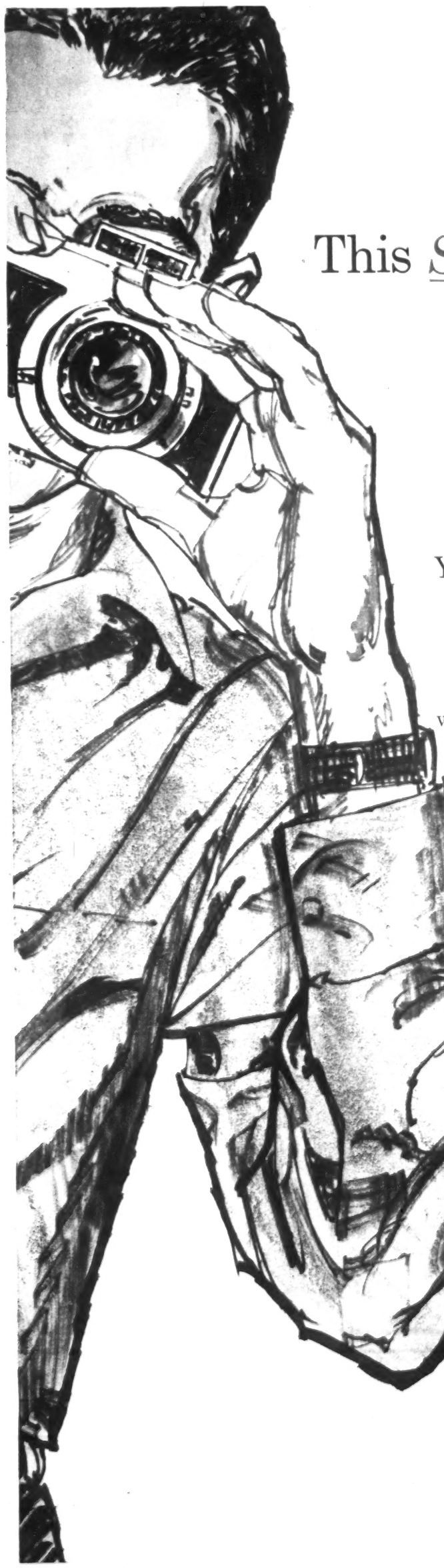
Young & Rubicam advertising sells goods all over Europe.

YOUNG & RUBICAM, LTD.

Advertising

LONDON • FRANKFURT • GENEVA • NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD
MONTREAL • TORONTO • MEXICO CITY • SAN JUAN • CARACAS

This advertisement was prepared by Young & Rubicam, London. It presents a principle which sells goods—not only all over Europe—but all over the free world.



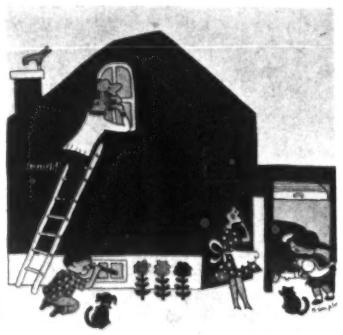
This *SERVICE* magazine gets a *MAN* in focus

You get a mighty clear picture of a man when you talk his language. Take a man who gets pleasure from using his camera, his car, his boat, his home workshop. When he wants ideas on what to do, what to buy – and why, it's only natural that he turns to POPULAR MECHANICS. It's *his* kind of magazine.

Matter of fact, over five million men will tell you PM is the magazine that speaks their language. They like it!!! And they are men most likely to do something about your product story, when it is in the *service* magazine for men.

POPULAR MECHANICS
A HEARST MAGAZINE

Reporting the mechanics of modern living



SCREWDRIVER DRIVE—*The Flintkote Co. is backing up this 39¢ screwdriver set offer, which bowed in a four-color page in Life, with 1,000-line newspaper ads in 150 markets.*

Flintkote Offers Screwdriver in Push for Building Wares

NEW YORK, May 16—A six-piece, 39¢ screwdriver set figures prominently in the $500,000 advertising plans of Flintkote Co.

Flintkote, via McCann-Marschalk, has just started to push the consumer end of its dealer traffic-building item with a four-color "one shot" page in *Life*. The ad offers a magnetized, amber-handled screwdriver set ("$1.19 value for 39¢"), available at building material and flooring dealers who carry Flintkote products.

Life readers are told to watch for dealers' names in their local newspapers. To this end, Flintkote has scheduled 1,000-line insertions—carrying anywhere from five to 80 listings—in 150 major metropolitan markets.

Flintkote has tacked on a sales-leader gimmick to help dealers hammer out more sales: Screwdriver buyers will be asked to fill out a simple, three-question form: "(1) Do you own your own home? (2) Are you interested in remodeling? (3) If so, what kind?"

■ In addition to the screwdriver promotion, the $500,000 figure covers Flintkote's builder promotion drive, kicked off April 22 in *The Saturday Evening Post* and continued in the fall with four-color spreads in *Better Homes & Gardens*, plus a dealer schedule in *Building Materials Merchandiser*, *Building Products*, and *Building Supply News*; and a builder campaign in *House & Home* and the *Journal of Homebuilding*, published by the National Assn. of Home Builders.

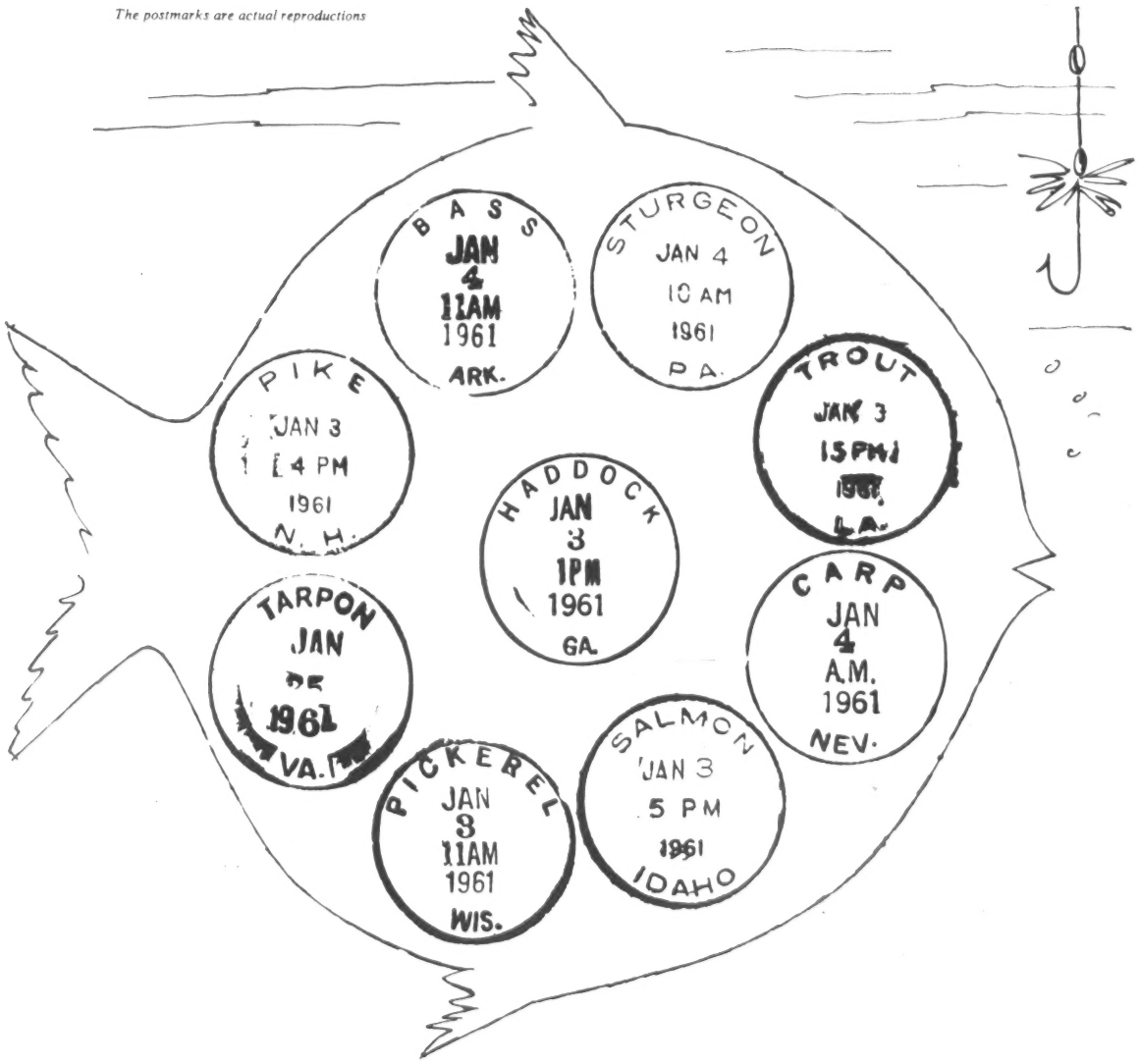
Flintkote's total budget was put at about $3,000,000, including literature, exhibits and sales promotion for all of the company's divisions. Fred Gardner Co. handles the Insulrock division and Sidney Clayton & Associates, Chicago, has the Van Packer division. #

MGM Releases Post-'48ers

Metro-Goldwyn-Mayer, Hollywood, has released its first post-1948 motion pictures, a group of 30, for television showing. The post-'48ers, to be distributed by MGM-TV, includes such films as "The Bad and the Beautiful," "Royal Wedding," "Lone Star" and "The Actress."

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
122 S. MICHIGAN AVE. CHICAGO 3, ILL.
HArrison 7-8442

The postmarks are actual reproductions



Grit helps you catch your sales limit in 16,000 small towns

If you're angling for national sales, remember this:

The metropolitan-oriented mass magazines may give you adequate coverage in big cities . . . but, relatively speaking, in hard-to-reach small towns you barely get your bait back.

This is why you need Grit. For Grit goes each week to 16,000 small towns coast to coast, reaches a primary audience of some 850,000 families. A majority of those families live in towns of 2500 or fewer, a bare tenth of 1% in cities of 1,000,000 or more.

This is how Grit helps correct the metropolitan bias of the major mass magazines on your schedule and provide the balanced national coverage you must have for total marketing success. And all this at space costs so low that you can actually maintain a major advertising effort in Grit for something like $2 per town per year.

That, we think, makes Grit a whale of a buy!

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Company, Williamsport, Pa.

Represented by Newspaper Marketing Associates

NO TRESPASSING
DANGER
KEEP AWAY
ONE WAY
DO NOT
ENTER
STOP
THROUGH
STOP
TRAFFIC
DANG
KEEP
AWAY

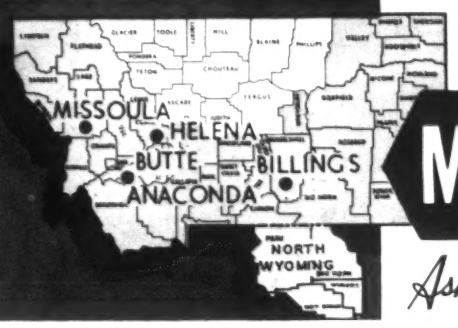
TRAFFIC STOPPER!

That's the new American Home – packed with arresting features on every subject close to a home owner's heart. This attention-getting spread from a recent issue, for example, gives new hope to all hapless husbands and offspring who've ever been shooed out of a newly carpeted room. American Home shows how even the palest carpet can withstand rough-and-tumble wear with proper care. It's an old problem . . . but American Home looks at it in a clear new light and comes up with some bright new solutions. Imaginative illustration? You bet! Useful information? Of course! But that's nothing unusual for American Home. Every practical feature is fitted as carefully as this one to the needs of today's young suburbanites. American Home gives wall-to-wall home service with more pages on home furnishings, appliances and household management than any other mass magazine. In fact, of all mass magazines, only American Home devotes such a great share of pages to home service – 15% more than its nearest competitor. No wonder 12,250,000 men and women stop, look and latch on to its every fresh idea. Advertisers, too, find that American Home is a step in a wonderful new direction.

AMERICAN
HOME

THE MOST EXCITING THING
THAT'S EVER HAPPENED TO
HOME SERVICE MAGAZINES!

Proven Profitable by 164 National Advertisers



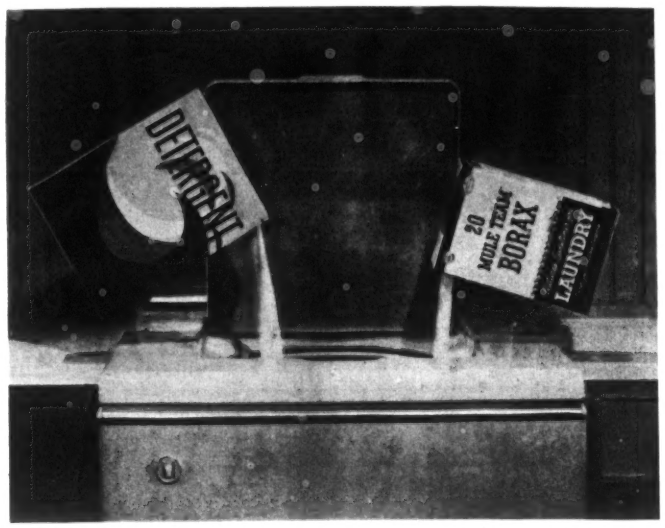
at BIG DISCOUNT SAVINGS . . .

One of the first and finest group buys made available. Recognized and profitably used by 164 national advertisers. A great package buy that delivers ¾ of Montana at 63c per line. New frequency and bulk discounts available now.

BILLINGS *Gazette*
BUTTE-ANACONDA *Montana Standard-Post*
HELENA *Independent Record*
MISSOULA *Missoulian-Sentinel*

Montana Group

Ask **Jann & Kelley Inc.**
National Representatives



TEAM MATES—*Tv commercials by U.S. Borax & Chemical Corp. urge housewives to improve detergent action by the addition of 20 Mule Team.*

U.S. Borax Launches $877,000 TV Drive for 20 Mule Team

LOS ANGELES, May 16—U. S. Borax & Chemical Co. has launched a saturation tv campaign to promote 20 Mule Team borax as the ideal additive to any household laundry detergent.

The campaign, which the company said is the largest in Borax history, will include commercials on "Death Valley Days" in 130 markets, plus commercials on five daytime shows on an NBC-TV network of over 165 stations. The daytime programs, which will be supported with a $200,000 budget, include the "Jan Murray Show," "Loretta Young Theater," "From These Roots," "Make Room for Daddy," and "Young Doctor Malone."

In addition, Borax will invest $257,000 in a supplementary tv spot campaign in 85 markets. The company said the total dollar value of its ad schedule runs to $877,000.

The Borax push is calculated to persuade housewives to use 20 Mule Team with any laundry detergent. "Detergent alone doesn't give you all the cleaning power your machine can deliver," says the copy. "Add 20 Mule Team borax and you boost detergent power—put more cleaning power in your machine."

■ On the merchandising front, the "Team Mate" promotion will be backed by two-color spreads in May and June issues of *Chain Store Age, Food Topics, Progressive Grocer* and *Supermarket News*. Extensive point of purchase material will also be used.

McCann-Erickson, Los Angeles, is the agency. #

New Wisconsin Law Requires Full Price in 'Bonus' Sale Ads

Wisconsin Gov. Gaylord Nelson has signed a bill designed to protect consumers against misleading advertising in "bonus," combination or tie-in sales. The measure, which was drafted at Gov. Nelson's request, makes mandatory full information on a package offer, including the total price.

A merchant, under former law in Wisconsin, was able to advertise the sale of a product for 1¢ with the purchase of another item. The price of the latter item did not have to be stated, however. The new law requires that the total price be advertised.

Hodes-Daniel Elects Bender

Gerald D. Bender has been appointed vp and art director of Hodes-Daniel Co., New York, mail order marketing organization. Mr. Bender has been with the company seven years.

■ Prompted by carefully screened N.E.D. sales leads, one N.E.D. advertiser switched more than 75% of his business into more profitable *new* markets.

Your N.E.D. representative can cite dozens of similar cases to prove N.E.D.'s effectiveness in: (1) finding *new* and different markets for established products as well as new products, (2) uncovering hidden buying influences, and (3) reaching the known but hard-to-see people who make buying decisions.

Your advertising in N.E.D. does these important jobs while maintaining broad industry-wide contact with present customers and prospects. That's why more companies looking for *new business* place more product advertising in N.E.D. than in any other industrial publication. *Case histories on request.

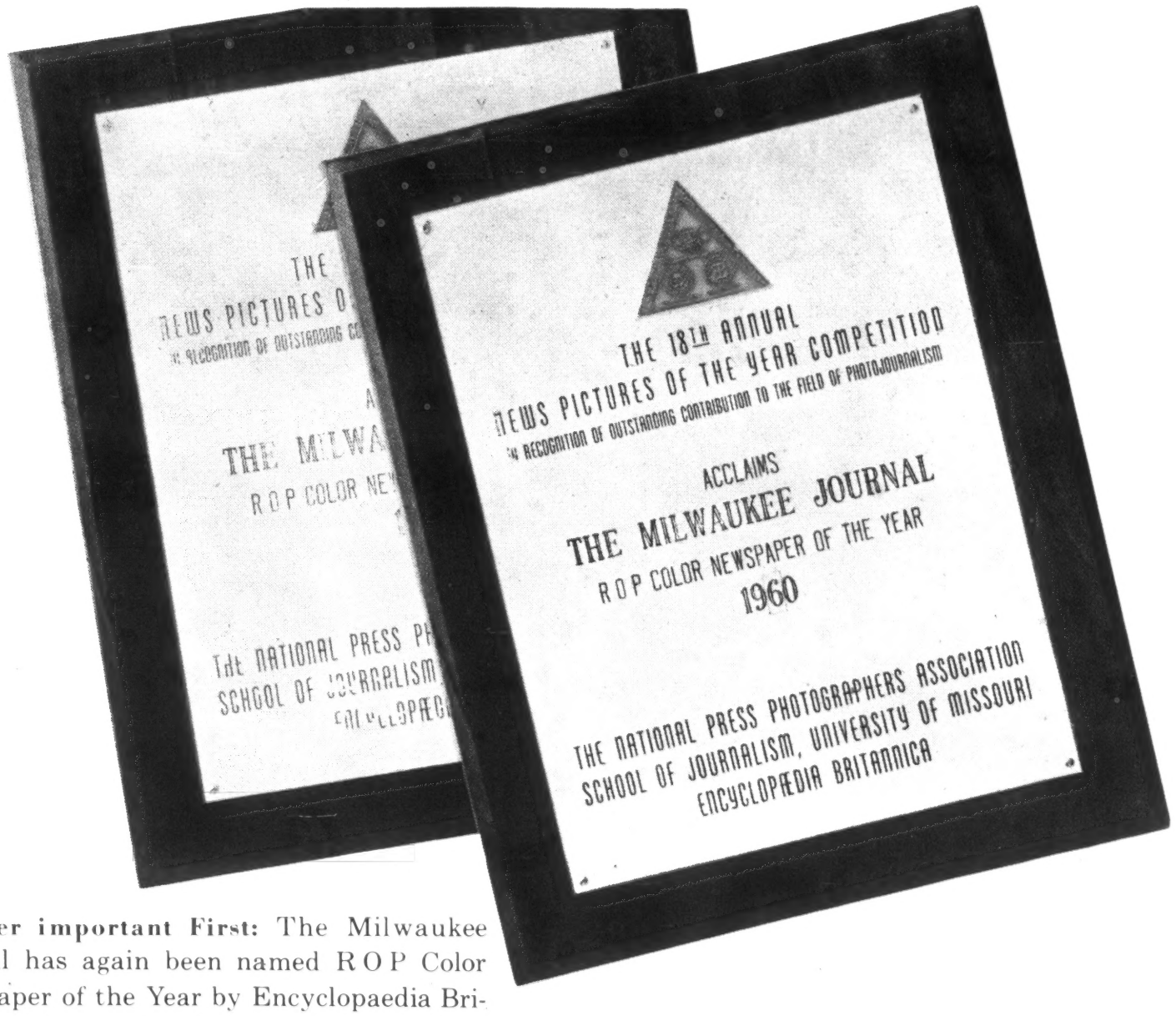
A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NBP BPA

Industry's leading Product News Publication

Now over 87,000 copies (total distribution) **in over 46,000 industrial plants**



Another important First: The Milwaukee Journal has again been named ROP Color Newspaper of the Year by Encyclopaedia Britannica, the National Press Photographers Association and the University of Missouri School of Journalism.

Tops in ROP Color again in 1960!

This is the second year of this competition, and the second time The Journal has received the top award in this largest and most highly regarded annual competition. Journal staff photographers also won top prizes in four newspaper categories, competing with over 500 photographers from scores of publications.

ROP Color in The Journal gets top rating in reader response, too. That's why linage jumped another 24% in 1960, again leading all U. S. newspapers with a record 3,663,806 lines. Ask our representatives to show you what exciting things happen when you get Journal color know-how, plus ROP Color impact in 9 out of 10 homes in this big metropolitan market.

Leading Newspapers in ROP Color

1960

	Lines
1. The Milwaukee Journal	3,663,806
2. Los Angeles Times	2,589,157
3. Fort Worth Star-Telegram	2,300,226
4. Chicago Tribune	2,225,108
5. Denver Post	2,101,317

1959

1. The Milwaukee Journal	2,957,761
2. Chicago Tribune	2,413,503
3. Los Angeles Times	2,170,059
4. Miami Herald	2,011,171
5. Salt Lake City Tribune	1,919,240

THE MILWAUKEE JOURNAL

America's Most COLORFUL Newspaper—Member of Million Market Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

From Reader's Digest

A totally new way to put more sock in your Christmas sales

How can you get more people to go out and buy your product during the tough Christmas selling season ahead?

At the right, you see the Digest's answer.

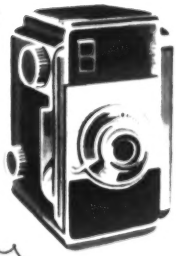
This completely new "Christmas Gift Box 1961" will be a *detachable* advertising insert in the world's most widely read magazine.

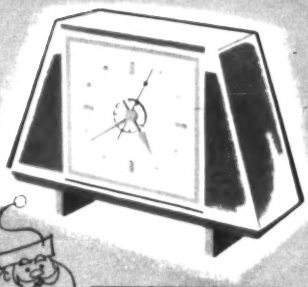
Only $15,450, the lowest rate ever for national advertising in the Digest, will buy you a ⅓-page, 4-color advertisement in this colorful new section. Whether you're selling a retail or a mail-order product, the advantages are tremendous.

Gift Box offers you both fast impact and lasting interest. It is convenient in size, detachable and will help people while they do their Christmas shopping. All this will give your advertising particularly high readership

And that's just the start of the advantages of this amazing new selling device. Ask your Digest representative for full details.

Christmas Gift Box 1961





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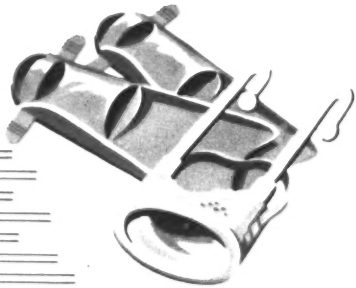

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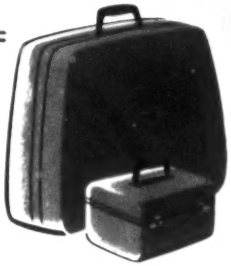

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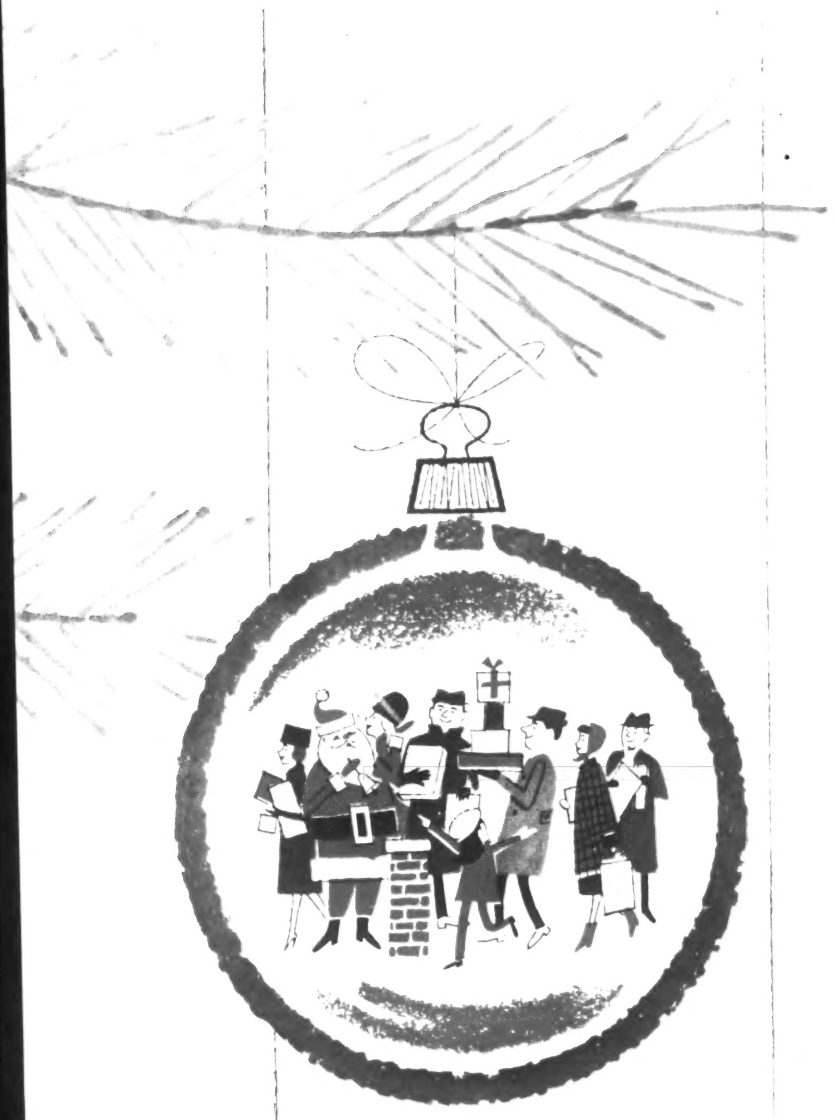


Here's what you get in the Digest's Christmas "Gift Box" 1961

1 **Two full months of selling.** Gift Box, in the November Digest, will be distributed late in October and will *keep working:* (a) the average Digest copy is read and reread for ten weeks; (b) the detachable feature of the insert will encourage even more repeat reference.

2 **More chances-to-sell:** over 12,500,000 circulation, over 35,000,000 readers with faith in what appears in the Digest.

3 **One-third of a Digest page,** *in full color.* You can buy as many units as you wish.

4 **Economy and efficiency:** the circulation costs you about ⅛ of a cent per copy, $1.24 per thousand.

5 **Visibility** in Reader's Digest, which is, itself, one of the best-selling* Christmas gifts in the world.

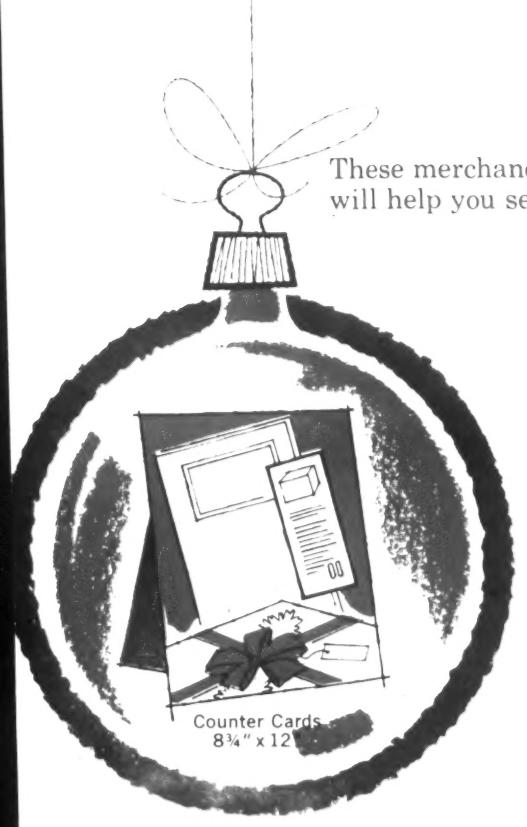
6 **A full-color first page for the insert,** directing readers' attention to advertisements inside this all-new "detachable guide to Holiday Gift Giving."

7 **Merchandising** aids at no extra cost.

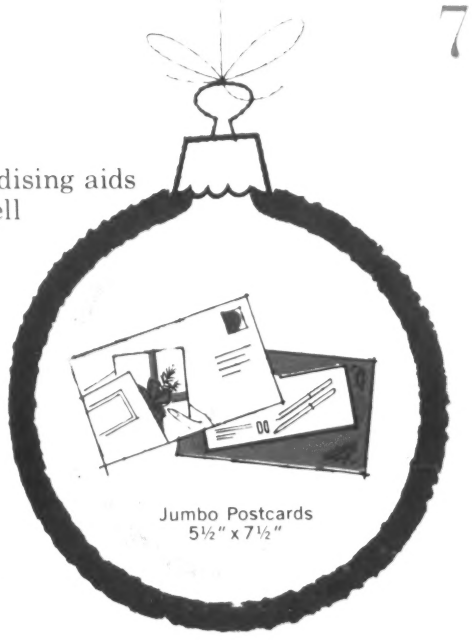
—100 complete magazine copies carrying Gift Box insert.

—500 reprints of the insert itself.

—choice of 1000 jumbo color postcards or 100 color counter cards. *Either aid features your Gift Box advertisement.*



These merchandising aids will help you sell



each dollar you invest in the Digest lets you

double your chances-to-sell!

* More than 1,800,000 people in the U.S. received Digest subscriptions as Christmas gifts last year. We find that our own November issue is the best place to sell subscriptions and will advertise heavily in it again this year.

MAIL THIS COUPON TODAY

People have faith in

Reader's Digest

MR. FRED D. THOMPSON, Advertising Director
Reader's Digest, 270 Park Ave., New York 17, N. Y.

Mr. Thompson:

Christmas Gift Box 1961 is interesting. Please have a Digest representative call.

Name_____

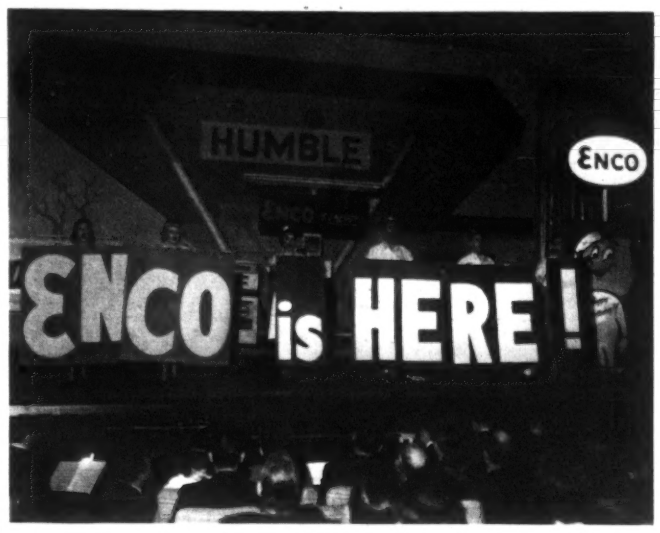
Title_____

Company_____

Address_____

_____

Telephone_____



NILES BUSINESS THEATRE PRODUCTION INTRODUCES ENCO FOR HUMBLE OIL

A live show, integrating information with entertainment, unveiled Humble Oil Company's introduction of Enco petroleum brands in the Chicago area as it assumes operation of Oklahoma Oil stations. The two-hour, two-day presentation for Enco employees was written and staged by the Business Theatre Division of . . .

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

Augusto Godoy, 51, Ex-Cuba Adman, JWT Exec, Dies in Lima

LIMA, PERU, May 16—Augusto Godoy, 51, who operated one of Cuba's largest advertising agencies for 20 years, died here May 6 of a heart attack.

Mr. Godoy fled from Havana last year, after the Castro government had nationalized most of the advertising business. Since January, he had been manager of the J. Walter Thompson Co. office here.

Mr. Godoy, who was born in Lima, went to Cuba in the early 1930s and entered the advertising field. He later came to the U.S. to study marketing at New York University.

Returning to Cuba in 1939, Mr. Godoy became manager of Studios Valls, the country's oldest advertising agency, and then established his own shop in partnership with Goar Mestre. The agency operated for a number of years as Godoy & Cross, and most recently as Godoy & Godoy. Mr. Godoy's brother, Carlos, was in the business with him.

■ The Godoy agency served as J. Walter Thompson's correspondent agency in Cuba for 18 years.

Mr. Godoy was well known in the U.S., having been active in the International Advertising Assn. He was a regional vp of the IAA and was a member of the honorary committee for the fourth European Congress of the IAA, scheduled for Madrid next September. He also was a past president of the Cuban Assn. of Advertising Agencies.

CARMEL SNOW

NEW YORK, May 16—Carmel Snow, 73, chairman of the board of *Harper's Bazaar* and one of the great fashion editors, died in her sleep at her home here May 8, apparently of a heart attack. Born in Dublin, Mrs. Snow was brought by her mother to the U.S. in 1895 when she was seven. She joined *Vogue* as a fashion assistant in 1921. In 1932, Mrs. Snow rocked the fashion world when she switched to *Vogue's* rival, *Harper's Bazaar*. At *Harper's Bazaar*, the pert, petite Mrs. Snow reigned with birdlike briskness for 25 years, shaping the magazine into an authoritative voice for the arts as well as fashion.

She introduced photography to fashion. She went to Paris and brought back Alexey Brodovitch to be her art director. She sought out and encouraged many of today's well known photographers, giving them their first big chance in magazines and bringing them to the attention of advertisers.

BURKHARDT C. NEBO JR.

NEW YORK, May 16—Burkhardt C. Nebo Jr., 55, a vp of Haire Publishing Co., died May 13 in Lawrence Hospital, Bronxville, following a recent heart attack. Mr. Nebo joined the company in 1932 as a salesman in Pittsburgh, where he later became manager. Named a vp in 1957, he was transferred to New York. At his death he was publication manager of *Giftwares & Home Fashions*. Mr. Nebo was a member of the merchandising paper committee of Associated Business Publications.

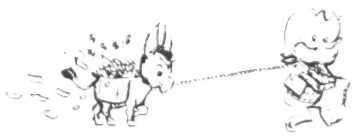
NORA H. GOLDEN

ATLANTIC CITY, May 16—Nora H. Golden, 72, retired advertising woman, died in Atlantic City Hospital May 3. Prominent in advertising in the first quarter of the century, she started her career with *Ladies' Home Journal Patterns*, then joined Conde Nast on the then new *Vanity Fair* and *Vogue* and later became ad manager of Lane Bryant. In the 1920s, she was ad manager of the *Staten Island Daily Advance*. She entered the agency business as one of the founders of the old Myers & Golden, New York. She retired in the late 1930s. In private life, she was Mrs. John J. Field.

W. S. MacDONALD

TORONTO, May 16—W. S. MacDonald, 41, manager of the creative department of James Lovick & Co., died of a heart attack May 10. A direct salesman before entering the agency field, he has also held senior positions with McKim Advertising, Walsh Advertising Co. and Young & Rubicam. #

TAKE SALT LAKE*
a $2 BILLION RETAIL MARKET



***GET A MILLION MORE**

Money flows fast and steadily everywhere in the Salt Lake-Intermountain Market. Here are 1½ million consumers, and they are buying at the rate of $2 billion a year in retail stores. The two Salt Lake dailies deliver your product story to half a million in the metropolitan district *plus a million more* in the outlying area.

If 1½ million is a "must" market — SALT LAKE is a must!

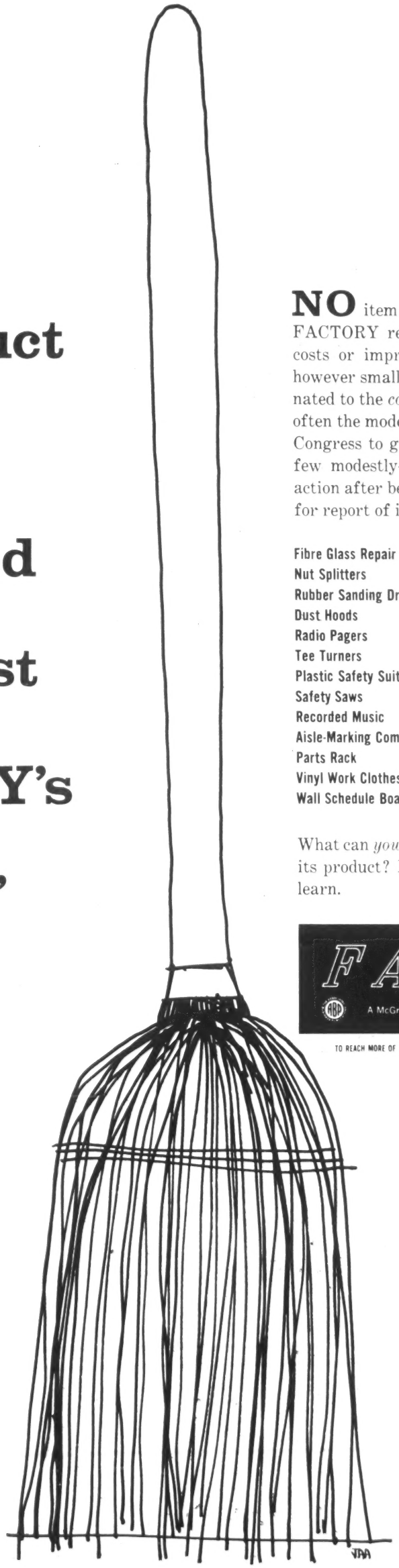
NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

"...but my product is too low-priced to interest FACTORY's readers!"



NO item in an industrial plant escapes eagle-eyed FACTORY readers IF it offers any promise of cutting costs or improving operations. Consideration of price, however small it is (or large, for that matter), is subordinated to the *contribution* that the product can make. And often the modest price encourages trial without an Act of Congress to get approval! Here, for example, are just a few modestly-priced items that have generated reader action after being seen on the pages of FACTORY (write for report of inquiries received about these items):

Fibre Glass Repair Kits	Paper Pallets
Nut Splitters	Draftsmen's Triangles
Rubber Sanding Drums	Specialty Grease
Dust Hoods	Fluorescent Safety Paint
Radio Pagers	Liquid Sealant
Tee Turners	Oral Resuscitator
Plastic Safety Suits	Crab Grass Killer
Safety Saws	Hand Spray-Paint Units
Recorded Music	Pressure Sensitive Templates
Aisle-Marking Compound	Stopwatches
Parts Rack	Mechanical Hand Tools
Vinyl Work Clothes	Screw Size Checker
Wall Schedule Board	Wrenches

What can *your* product do to cut a plant's costs or improve its product? FACTORY's 72,000 readers are waiting to learn.

FACTORY

ABP A McGraw-Hill Publication · 330 West 42nd Street · New York 36. ABC

TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.

FABRIC FIRST—*Textile fiber ads traditionally feature apparel manufacturers, but American Cyanamid Co.'s fibers division is stressing the fabric instead in its new magazine campaign starting May 28. Ben Sackheim Inc. is the agency.*

Agrico Line Is Consolidated at Marsteller Shop

Agency Doesn't See Addition in Conflict With Industrial Concept

NEW YORK, May 16—The story was still unfolding this week of how the $500,000 turf and garden consumer products accounts of American Agricultural Chemical Co. will move June 6 from M. L. Grant Inc. to Marsteller, Rickard, Gebhardt & Reed.

News of the prospective switch (AA, May 1) was unearthed by ADVERTISING AGE the same day the Marsteller agency wound up its 10th birthday celebration here by saying it had nipped consumer account ambitions in the bud.

The move will strip away about one-third of M. L. Grant's over-all billings (estimated at $1,500,000), and give Marsteller the rest of American's business. Marsteller has handled American's Agrico line of farm fertilizers and industrial chemicals (also billing about $500,000) since July, 1957. The turf and garden portion is sold via the Agrico label, as well as a new Homestead brand which bowed last year.

Marvin L. Grant, president of the losing agency, admitted the loss was a "big bite," and chalked it up to "the time-honored problem of a small agency doing business with a giant."

■ Since M. L. Grant took on Agrico in 1955, American's volume in this category grew from about $1,500,000 to more than $6,000,000, another source said. At the same time, the Agrico consumer budget rose from $125,000 to $500,000.

The Grant-American split has been in the offing since early March, when the company gave the agency a 90-day notice, ADVERTISING AGE learned.

■ The M. L. Grant shop could offer no reason for its dismissal. Mr. Grant said that about the first week in March he was summoned by American's advertising manager, Richard C. Ehlers, and told that his agency no longer had the account and was given no explanation.

"We thought there was a strong feeling between American and ourselves," Mr. Grant said. "American is the kind of company that is anxious to grow—and I can't recall our serving a more pleasant account."

An ironic turn of events shifted all Agrico billings to Marsteller, according to an M. L. Grant source. In 1960, he said, Grant had been asked by American's top management if it was interested in taking over the whole account, i.e., the Agrico farm and chemical products advertising handled by Marsteller.

■ Grant quietly boned up on the subject, then told American that it wasn't wise for all of Agrico to be in one house. Grant's reasoning was that it was not set up to do the specialized industrial tasks required.

Queried on the anniversary dicta about the pitfalls of an industrial agency going into the consumer field, William A. Marsteller, chairman of the board of the agency, explained:

"By consumer advertising, we mean impulse items—not a situation where a salesman is employed to assist the customer, or where the item requires explanation. We

TWIST IT ANY

Jump on it... squeeze it... put it through a wringer... it still comes out the same. Advertisers buy *more* announcements on NBC Radio than on any other network. Consistently. 34% more than the second network in the latest Nielsen Radio Index alone.*

How come? On NBC Radio, advertising dollars *do* more. Flexible programming accommodates radio's greatest variety of commercial lengths ... provides the strongest combination of *reach plus frequency.*

This potent combination, *reach plus frequency,* is reflected in NRI month after month after month.

Take the last 12 months: Among advertisers reaching the greatest number of unduplicated homes, NBC Radio averaged 7 out of the top 10.†

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

* means First in Chinese

will not accept such products as foods, cosmetics, cigarets, or supermarket items."

Mr. Marsteller said it is not unusual for "consumer advertising to be handled by us for products like Delta power tool division of Rockwell Mfg. Co.—which we began working on even before our agency was formed."

He suggested that all discussion on the Agrico consumer switch be handled by American, which officially sidestepped all queries. A client source, however, confirmed that the company wanted a single-agency setup but added: "Our parting with M. L. Grant is amicable. It did a pretty good job. There was no dissatisfaction with the agency."

■ M. L. Grant's Agrico billing, it was understood, was about $375,000 in media and $125,000 in production and collateral fees on a capitalized basis.

American Agricultural has marketed turf and garden supplies as far west as Minnesota, Kansas and Iowa. It has been selling Agrico lawn food, weed killers, crabgrass and pest control products, and about 10 different lawn fertilizers.

About a year ago American introduced a new fertilizer line under the Homestead label, "designed strictly for the mass market." Distribution has been via supermarkets, variety stores, and discount houses, with packaging ranging from 5 lb. to 50 lb. sizes. Another American product has been a fertilizer spreader, which has retailed for about $14.95.

The company's total sales were put at $110,000,000. #

Mitchell Agency Moves

Harold M. Mitchell Inc., New York agency, has moved to 342 Madison Ave.

CBC Applies for 4 TV Stations, 2 Radio Transmitters

Canadian Broadcasting Corp., Toronto, has filed applications with the department of transport for the establishment of four television stations and two low-power relay radio transmitters. Television stations applied for are a network relay station at Grande Prairie, Alta., with transmitter located near Woking; a rebroadcasting station of the Grande Prairie relay station at Peace River, Alta.; an English network relay station at Dryden, Ont.; and a rebroadcasting station of the Dryden relay station at Sioux Lookout, Ont. Low-power relay transmitters applied for are at Haines Junction, Yukon Territory, and at Cassiar, B.C.

Canadian Broadcasting has also filed applications for increase of power for CFGB, Goose Bay, Nfld.; CBAB, Grand Falls, N.B.; CBRN, North Bend, B.C.; and CBRP, Princeton, B.C.

WAY YOU LIKE

Among the top 25, NBC advertisers averaged 5,184,000 unduplicated homes per week. Nobody else even came close. The nearest network was 34% behind.

And for 11 of the last 12 months, NBC Radio was first in sponsored hours.

To reach more homes more often—most economically—*first* choice is

NBC RADIO NETWORK

*NRI 4 weeks ending Mar. 5, 1961 †NRI April '60–March '61, average week sponsored cumulative audience

cover
South
Carolina
effectively
economically
with "The Big 3 in S. C."

DISCOUNTS* for BULK or FREQUENCY SAVINGS UP TO 17%

*Effective April 1 in Greenville and Columbia; June 1 in Charleston

Get big savings now when you use "The Big 3 in S. C." to dominate this state's marketing potential. Contact the individual newspapers or their representatives for rates, discount schedules and complete information.

THE BIG 3 IN S. C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

WELCOME—*Service Provincial du Tourisme de la Province de Quebec is using outdoor posters like this throughout Ontario and the Maritime provinces during May and June. Collyer Advertising Ltd. is the agency.*

'Car Speed' Changes Name

Car Speed & Style, effective with its August issue, will change its name to *Speed & Custom*. The magazine is published by Magnum Publications, New York.

"SELL ME GROCERIES IN THE MORNING," says BUFFALO

Morning is the best time to talk food to Buffalo's women, who bought 406 million dollars worth last year.

Buffalo's retail grocers spent $1,100,000 on newspaper advertising in 1960, and the six *leading* grocery chains placed over *half* their total linage in the morning Courier-Express.

Add to this the fact that more and more *total* food advertising dollars are moving to Buffalo's morning paper, and you can see the sense in choosing the morning Courier-Express as your Buffalo food salesman.

To reach Western New York's top 160,000 households with the most money to spend . . . USE THE MORNING COURIER-EXPRESS

To saturate the 489,903 families in Buffalo and the eight surrounding counties, use the state's largest newspaper outside Metropolitan New York City . . . THE SUNDAY COURIER-EXPRESS.

ROP COLOR 7 DAYS

Represented Nationally by:
NEWSPAPER MARKETING ASSOCIATES
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

O'Connor Urges Plumbers to Wake Up, Advertise

GALEN HALL, PA., May 16—Because plumbing manufacturers and sellers considered their products essential to the home and "saved" the money that should have been invested in promotion, more aggressive manufacturers selling less essential products "merchandised the 'plus market' right out from under the plumbing industry."

Walter G. O'Connor, president of Walter G. O'Connor Co., Harrisburg agency, made this analysis at the annual convention of the Pennsylvania Assn. of Plumbing Contractors here.

"The whole plumbing-heating-cooling industry has been hiding its light under a bushel," he said.

The price of indifference has been high, Mr. O'Connor said. He quoted an executive in the industry as saying that 42,500,000 homes have one or more tv sets while 1,000,000 fewer homes have bathrooms.

If "his and her" accessories are common in homes, if "twin this and twin that" are popular, including big ticket items such as automobiles, Mr. O'Connor asked, "why not two bathrooms?" This is a perfectly legitimate question, he said, and asserted, "Certainly two bathrooms are essential today, with the size of present day families."

■ Mr. O'Connor told the plumbers that the answer to the industry's problem lies in selling bathrooms in the same forceful way as autos and other major consumer products are being sold, with all the tools of advertising and merchandising. He recommended that plumbing retailers press for advertising in their marketing areas, to be shared with and prepared by manufacturers. =

Philip Morris Renews CBS-TV Series, Pro Football Games

Philip Morris Inc. has renewed sponsorship of its four major network tv programs and the regular schedule of the National Football League for the 1961 fall season. The programs, all over CBS-TV, include "Dobie Gillis," "Perry Mason," "Rawhide" and "Route 66."

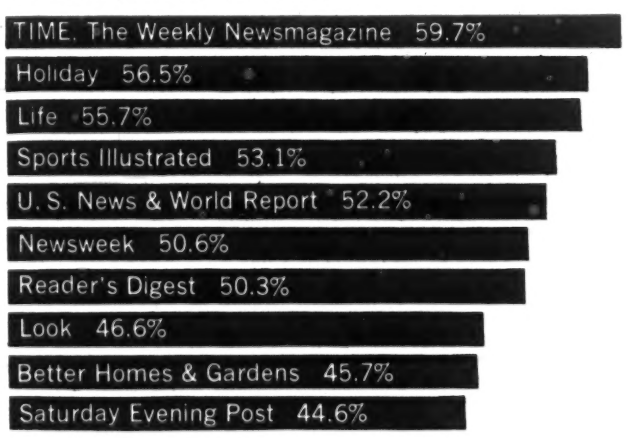
The company will feature all its major cigaret brands on the shows, while ASR Products, a division, will participate in sponsorship of the NFL games on behalf of its Pal injector blades.

O'Mara & Ormsbee Names 3

Thomas L. Fortune and Tom Clifford have joined the executive sales staff in the Chicago office of O'Mara & Ormsbee, newspaper representative. Mr. Fortune most recently was with *Newsweek's* Chicago sales staff. Mr. Clifford formerly was with Story, Brooks & Finley. Alfred G. MacKenzie, manager of O'Mara & Ormsbee's Detroit office, has been elected a vp.

TIME is the shape of the automotive market

Circulation concentration in top 100 counties for AUTOMOTIVE RETAIL SALES



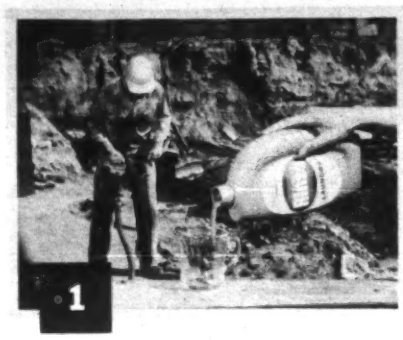
Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

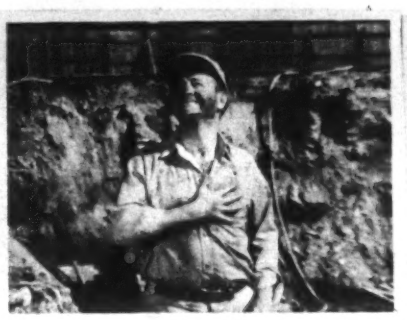
Just 100 of America's 3,070 counties account for 47.5% of the nation's automotive retail sales. In these counties, TIME concentrates a greater share of its circulation than any other magazine of over half a million. TIME readers are prime buyers of new cars, used cars and automotive accessories; their cars clock 43% more yearly mileage than the U. S. average.

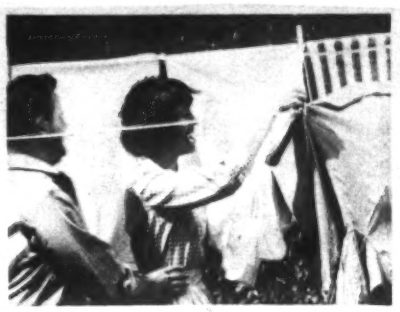
TIME

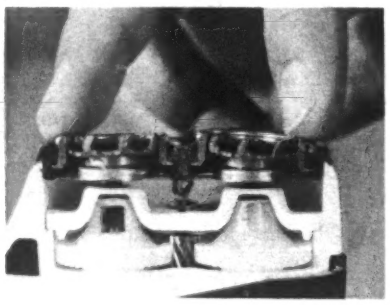
TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

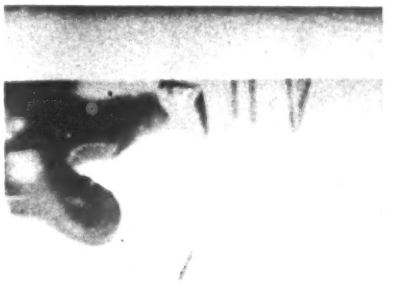
Canadians Pick Their Best Ads for 1960

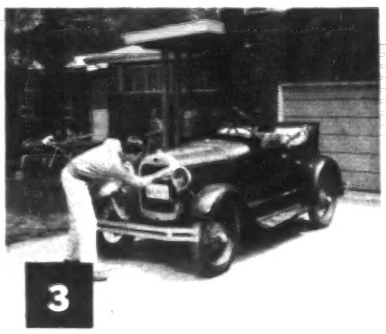


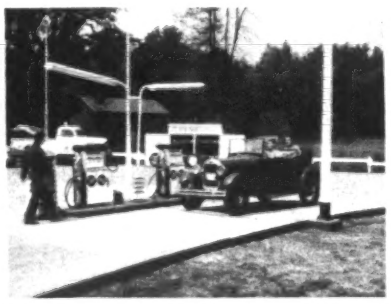


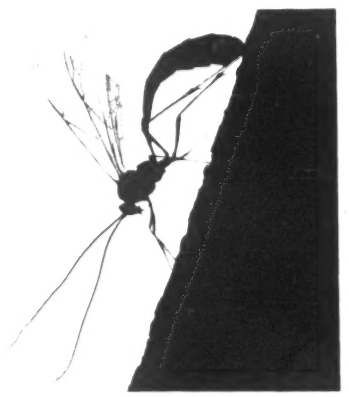




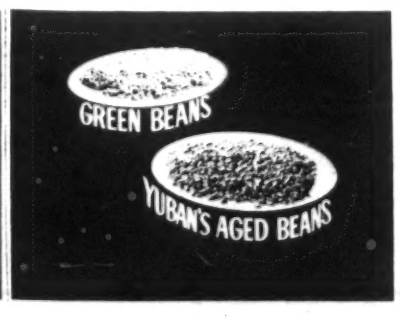


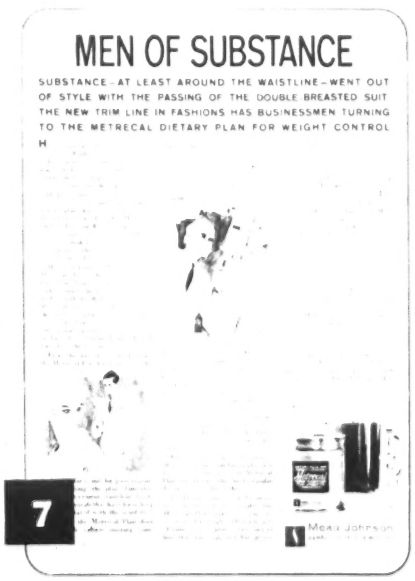




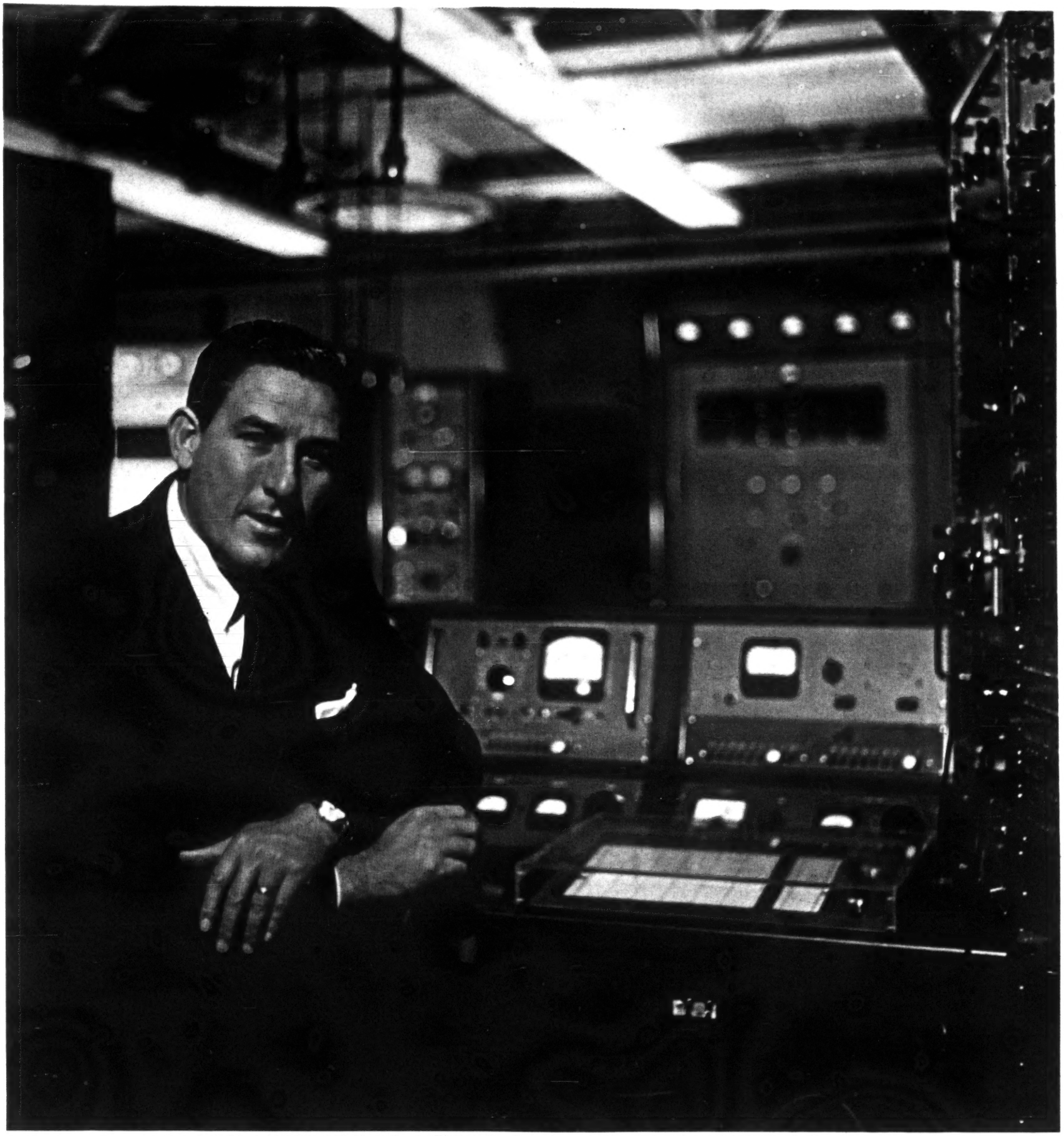


6 Ichneumon Fly...Para-site with a Purpose





CANADA'S BEST IN '60—*Shown at the Assn. of Canadian Advertisers' convention in Toronto were 23 "outstanding campaigns," selected from 375 entries. Appraisals were made, for Marketing, published by Maclean-Hunter, by committees of ACA; Canadian Assn. of Advertising Agencies; and Copy Directors Club of Toronto. Four campaigns were unanimously picked as "outstanding." Of the four, two are shown here: (1) Liquid Rinso (J. Walter Thompson Co.); and (2) Philishave Speed-Flex (Needham, Louis & Brorby). The other two, not shown, are Honey Grahams (McCann-Erickson); and Coldene (James Lovick & Co.). Six campaigns got five of six possible votes as "outstanding." Five of them are shown here: (3) British American Oil (Lovick); (4) Carling's Black Label (F. H. Hayhurst Co.); (5) Instant Yuban (McKim Advertising); (6) Canadian Pulp & Paper Assn. (MacLaren Advertising); and (7) Metrecal (McKim). Not shown is Smirnoff Vodka (McCann). The remainder of the 23 exhibited, not shown here, are Canada Packers (Cockfield, Brown & Co.); J. Lyons & Cox's tea (Burley, Norman, Craig & Kummel); Sifto Salt (Ferguson, Mann Ltd.); Royal Trust Co. (McKim); United Appeal (McCann); Howard Smith Paper Mills (MacLaren); Volkswagen Canada (Ronalds-Reynolds); British Overseas Airways (Pemberton, Freeman, Bennett & Milne); Dow Chemical (MacManus, John & Adams); Polymer Corp. (Stanfield, Johnson & Hill); Toronto Cast Stone Co. (MacManus); McGavin Bakeries (McKim); and A. G. Spalding & Bros. (Young & Rubicam). The theme of the three-day meet, which ended May 3, was: "Efficient advertising—key to profits."*



James J. Ling, President of Ling-Temco Electronics, Inc., inspects his company's environmental testing equipment.

"Environmental testing, like advertising, is essential"

"Environmental tests that simulate actual operating conditions are essential to the development and manufacture of our electronic components and systems.

"Advertising in leading business publications serving our major markets is equally essential. Through our advertising we are building corporate identity that helps promote our diversified line and pave the way for new product developments and increased sales."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

In Advertising

. . . just as in air conditioning, heating and refrigeration—key men read their weekly industry newspaper.

For 34 years AIR CONDITIONING, HEATING & REFRIGERATION NEWS, the industry's only newspaper, has been the "Monday morning must" for decision makers in its field. First in paid circulation—First in readership—the NEWS should be First on your media schedule.

AIR CONDITIONING
HEATING & REFRIGERATION
NEWS

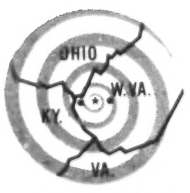
450 WEST FORT STREET, DETROIT 26, MICHIGAN

QUALITY—*The color & chemicals division of Interchemical Corp., Hawthorne, N.J., maker of textile colors and dyes, will supplement its regular product advertising with magazine spreads pointing out the extra technical services available from the company. Riedl & Freede, Clifton, N.J., is the agency.*

"Well, we decided one thing, anyhow: we include Huntington-Charleston and WSAZ-TV."

THE DECISION TO BUY HUNTINGTON-CHARLESTON is easy to make because it's so easy to back it up with sound dollars-and-cents facts. Two million industrious people spend $4 billion a year in this 4-state, 72-county *Dynamic Circle* . . . in the very heart of the "American Ruhr" region of the great Ohio Valley. Here advertisers find close to half a million TV homes. And WSAZ-TV is the only *single* medium that covers these homes. For WSAZ-TV *created* this market, and enjoys a *share* of it unequalled by any other NBC affiliate in the U.S.A., in a 3-station market. Ask your Katz Agency man for further facts.

WSAZ-TV
HUNTINGTON • CHARLESTON



CHANNEL 3 NBC

Higher Income Groups Increase in Denver, 'Post' Finds

DENVER, May 16—Denver and suburban families earning more than $10,000 a year have increased from 16.7% in 1960 to 19.1% in 1961, an annual consumer analysis survey just completed by the *Denver Post* reveals.

It also shows that automobile ownership is at an alltime high and that the ownership of automatic washers, dryers, dishwashers and home freezers is steadily increasing.

More than 210,000 families—84.5% of those in the market—own their homes. By income, home ownership ranges from 74.3% of families earning less than $5,000 a year to 96.1% of those in the $15,000-plus annual income class, the survey report says.

Families earning less than $4,000 account in 1961 for 13.2% of the Denver market, down from 14.1% in 1960. Families in the $7,000 to $10,000 annual income bracket have increased by 2.4%, according to the *Post* report.

The number of families investing in stocks and bonds has risen nearly 5% to 31.4% of the 248,700 families in Denver and suburbs.

The survey, which used standardized methods of the 19-newspaper Consolidated Consumer Analysis Group, provided analysis data covering 155 product categories. ≠

B&B Creates Safety Drive for N. Y. Traffic Council

Benton & Bowles, New York, has pitched in on a statewide, nonprofit advertising campaign on accident prevention. At the request of New York State's citizens council on traffic safety, the agency has created a newspaper, tv, and radio campaign around Yankee pitcher Bob Turley, who urges: "In baseball and driving . . . self-control gets you home safe!"

B&B intends to alternate sports figures according to seasons. A group of six radio spots, a 20-second tv spot film, and newspaper mats featuring Bob Turley have been distributed to communications media.

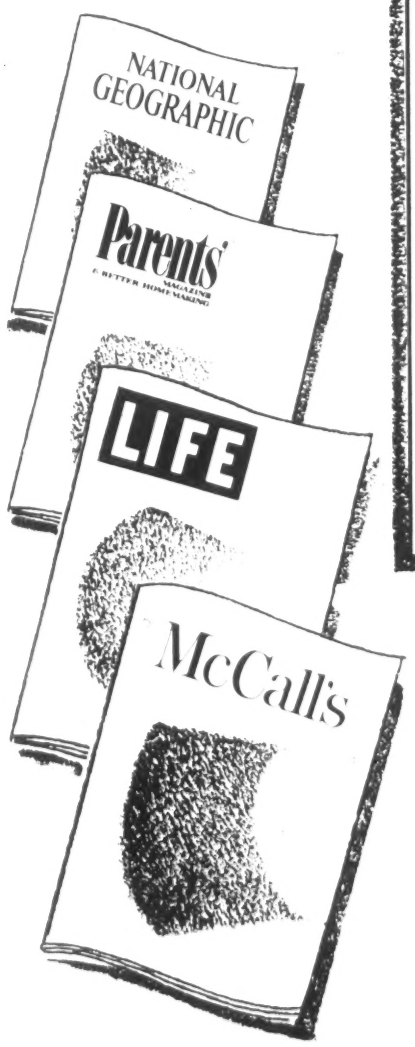
Lavenson Adds 2 Accounts

Lavenson Bureau of Advertising, Philadelphia, has been named to handle advertising for Philadelphia Insulated Wire Co., Moorestown, N.J., manufacturer of Teflon and PVC wire and cable. Lavenson also has been named to handle advertising for Hotaling Marina, Toms River, N.J., a luxury installation with slips for almost 400 inboard cruisers, club house, swimming pool and dockside services.

Are You A Perceptive Adman?

•

AMONG THE MAGAZINES USED BY FIELD ENTERPRISES EDUCATIONAL CORP. ARE . . .



AND OF COURSE...

World Book ENCYCLOPEDIA

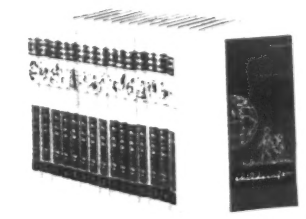
and Childcraft *go together to provide the finest preparation for your children!*

The New "Unified Plan"

Not until now could parents do so much to help assure their children's success in their world of the future! Childcraft stands alone in its ability to help guide the interests of younger children. World Book is the acknowledged leader in the entire encyclopedia field. Throughout, each set is scientifically created for the proper age and grade level... like the related articles on Space Travel shown.

World Book and Childcraft help bring out the best in any child—talent and ability you might not be aware of even as a proud and loving parent. You will never have to guess if you've given the best. The cost is actually just a few cents a day...the results *beyond measure!*

SAVE $49! Order the enlarged 1961
Childcraft
with the
1961 World Book
ENCYCLOPEDIA



Total value $298—Your price $249
Just $10 down—$10 a month
(Prices slightly higher in Canada)
Field Enterprises Educational Corporation

Greater than Ever!
1961 World Book Encyclopedia
first in sales...quality...leadership

New Aristocrat Binding
24K gold stamping and top edge gilding

20 Volumes...$179
(Other bindings lower)

$10 down...$6 a month
(Prices and terms slightly higher in Canada)

FREE! Send for valuable booklet today!

World Book Encyclopedia
Dept. 57D, Box 3565, Chicago 54, Ill.

SA-2041

Please see that I receive a free copy of your new booklet, "Your Child's Success," which will help me to understand my children's problems and how to fill their needs.

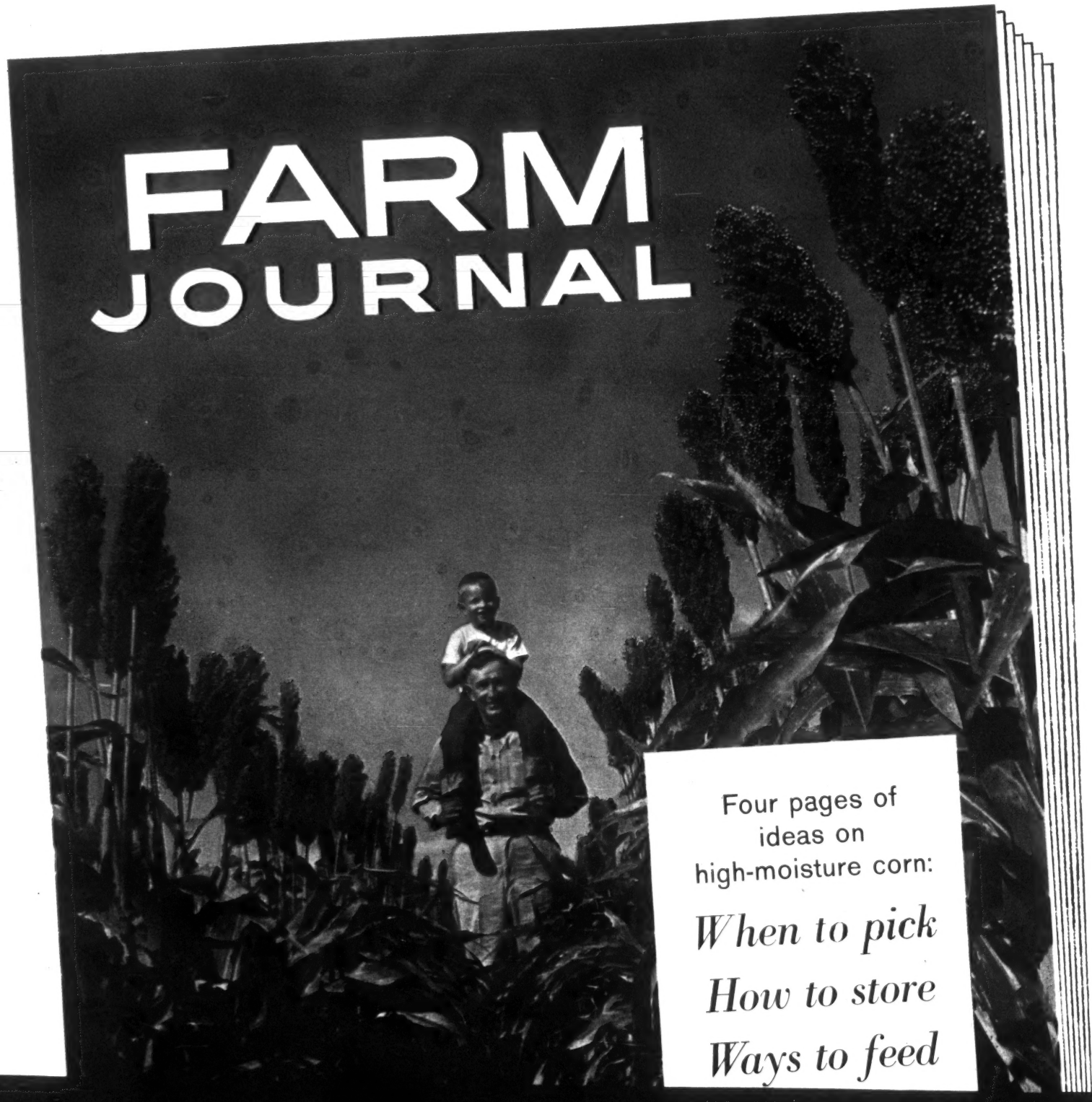
Name_____

Address_____

City_____ Zone____ State_____

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE...

PERCEPTIVE **WORLD BOOK** ADMEN CHOOSE...



because farm families offer a unique bonus

You'll find lots of kids around farm homes. And lots of parents who want the best for their youngsters, regardless of the price. (The World Book sells for $179.00). And there's an extra bonus... a unique bonus... when you advertise to FARM JOURNAL families. One of agriculture's most valuable services to the nation has always been the young adults it sends to urban areas. When the time comes to say good-bye to the farm the ideas and buying habits of those who leave are pretty well set for life. Your advertising message in FARM JOURNAL, received in their formative years, will pay double dividends—immediately, and in the years to come.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

Wilson McIntyre Duhaime Axelberg

SOUTHEAST FOUR A'S OFFICERS—*Newly elected members of the board of governors, Southeast Council, American Assn. of Advertising Agencies, are Howard K. McIntyre, Henderson Advertising Agency, Greenville, S.C., chairman of the board; Howard G. Axelberg, Liller, Neal, Battle & Lindsey, Atlanta, vice-chairman; Robert Wilson, Cargill, Wilson & Acree, Richmond, Va.; and Arthur T. Duhaime, Campbell-Ewald Co., Atlanta.*

Hubacek Adds Crest Concrete; Appoints Galloway Art Head

Crest Concrete Systems, Lemont, Ill., fabricator of pre-stressed, precast concrete slabs and members, has appointed Frank Hubacek & Associates, Chicago, to handle its advertising.

At the same time, James Galloway has joined the agency as art director. Mr. Galloway was formerly vp and art director of Mandabach & Simms.

Perfect Circle Adds Minshall

Drex D. Minshall will join Perfect Circle Corp., Hagerstown, Ind., as vp, marketing, a new post, effective June 1. Mr. Minshall was formerly manager, automotive and hardware sales, of Gates Rubber Co., Denver.

You See What's Happening At A Glance!

★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. Over **500,000** in Use.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-30 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, North Carolina

(New York Office: 55 West 42nd Street, Wisconsin 7-5...)

TV Package Plans More Prevalent in Big Markets: Weed

NEW YORK, May 16—The majority of this country's commercial television stations make use of published package plans, the availability of such packages of spots varying somewhat by the size of market. Packaging is most prevalent in multi-station major markets; it is less well established in single-station markets.

Most published package offers, ranging from two to 20 spots a week, are in fixed position, but some stations show fixed position and run of station plans. About one-third of the stations offer package plans for prime time, but one-half count prime time announcements against the number required to qualify an advertiser for a plan rate.

■ These were among findings reported this week by Weed Television Corp., station representative. Basic data for the report, titled "Television 1961: Packaged, Taped & Brightly Colored," came from Standard Rate & Data Service. Some 490 stations were covered in the Weed analysis.

Weed also found plans covering IDs to be rare, relatively few stations allowing consecutive weeks' discounts on package plan purchases, and most packages built on the number of announcements purchased per week. Plan discounts ranged from 20% to 50%.

Some 40% of the stations include tv tape among their published facilities, with most of the concentration in the larger markets. About 43% of the commercial stations indicate that they are equipped "to some degree to transmit color programming and or commercials."

All the data collected by Weed are broken down by four, three, two and one-station markets. #

Bolan, Weatherstrip Split

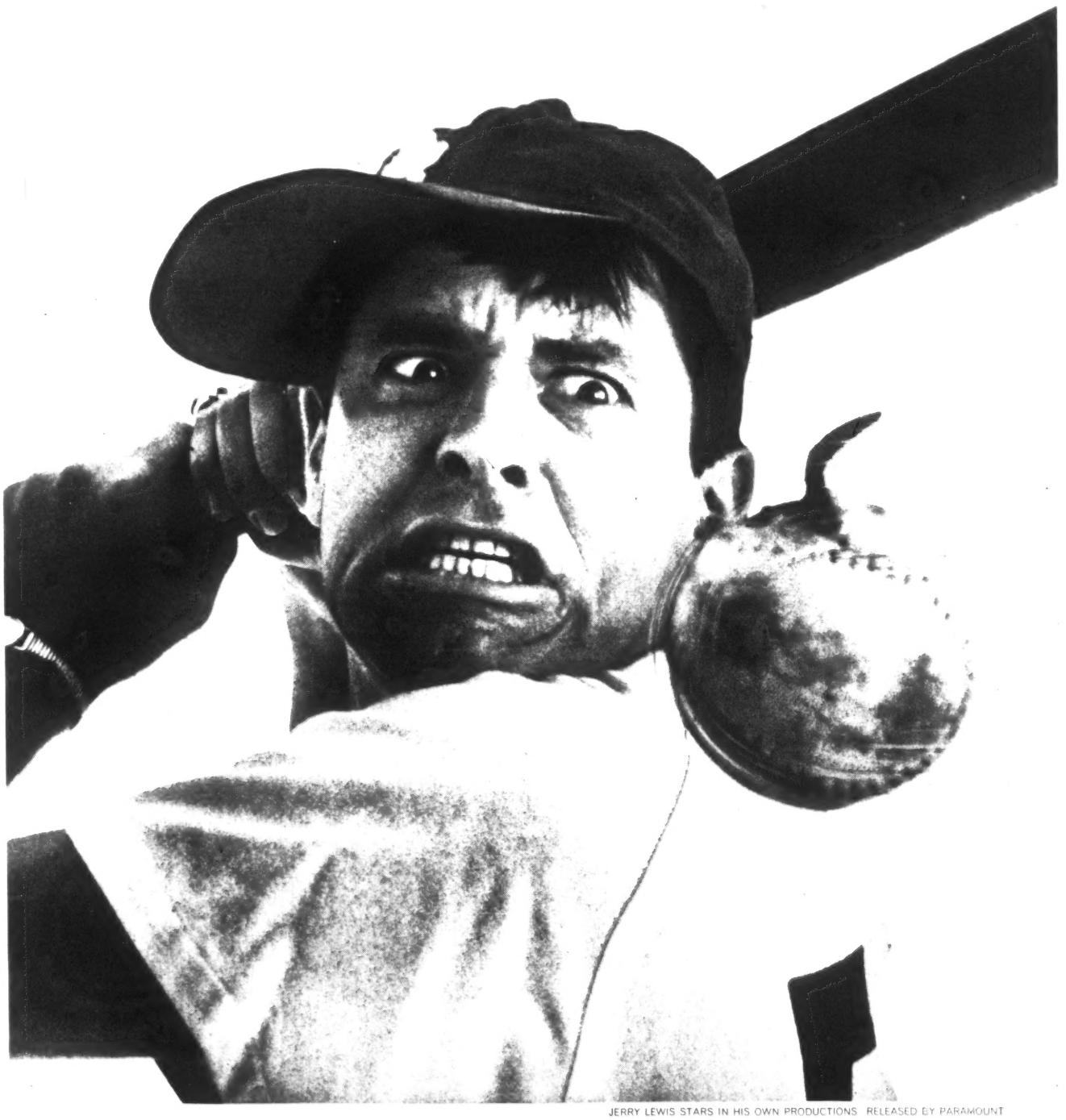
Charles W. Bolan Inc., St. Louis, will sever a 16-year relationship on May 31 with Monarch Metal Weatherstrip Corp., St. Louis. The agency said it resigned the account because of a change in company promotional methods requiring services not compatible with normal agency practice, and which would be impracticable and uneconomical to provide.

American Bakeries Boosts Two

Lawrence J. Nieman, cake sales manager of American Bakeries Co., Chicago, has been promoted to vp in charge of advertising and sales promotion, and William J. Williams, bread sales manager, has been advanced to vp in charge of sales administration.

Esterbrook Names MacDonald

Kenneth N. MacDonald has been named vp-marketing of Esterbrook Pen Co., Camden, N. J. He joined the company in 1940 and was named merchandising manager in 1958.



JERRY LEWIS STARS IN HIS OWN PRODUCTIONS RELEASED BY PARAMOUNT

Knock the cover off the ball? If you want to hit a four bagger with the front office, swing over to Consolidated Enamel Printing Papers. Without *sacrificing quality*, you'll save on folders, catalogs and other printed material. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Enamel Paper Merchant. You'll find he's just the man to help put you in the big leagues!

Available only through your Consolidated Paper Merchant.

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

SYMBOL OF OPPORTUNITY

Here's what "Project Prosperity" can mean to you:

Don't miss "Project Prosperity" at The Merchandise Mart in Chicago, June 18-24

THE MERCHANDISE MART

SALES BOOSTER—*Merchandise Mart in Chicago is preceding its summer market with trade ads like this. The Project Prosperity symbol shown in this initial Electrical Merchandising Week ad has been revised, with the word "project" under "join" and only the "prosperity" running in the arrow.*

Ads for 'Project Prosperity' Boost Furnishings Market

CHICAGO, May 16—The Merchandise Mart is attempting to strengthen its summer home furnishings market, set for June 18-24, with a $100,000 advertising and promotion campaign.

The Project Prosperity campaign is aimed primarily at buyers. Wallace Ollman, general manager of the mart, has sent a letter to tenants urging them to join the campaign in three ways:

- "A tie-in of your pre-market advertising program with Project Prosperity, using logos which will be furnished at no cost.
- "Introduction of merchandise and market 'specials' which will attract dealers' interest and create incentive to buy.
- "Attend the market yourself, thus adding emphasis and importance to Project Prosperity."

■ The program is designed to "inspire confidence and enthusiasm" within the industry, Mr. Ollman said. "The Merchandise Mart is confident in the belief that the stage is being set for a healthy upsurge in the over-all economy, and the June market will serve as a springboard for an over-all selling effort within the home goods industry. A revitalization of consumer confidence is needed, and Project Prosperity is designed to furnish the necessary impetus."

Trade advertising began this week and will run to June 12. Ads are scheduled for *Chicago Market News, Curtain & Drapery Department Magazine, Electrical Merchandising Week, Floor Covering Weekly, Flooring, Furniture South, Furniture World, Home Furnishings Daily, Lamp Journal, Mart, Modern Floor Coverings, NARDA News* and *National Furniture Review*.

A mailing also is scheduled to some 40,000 buyers throughout the U.S.

Alex T. Franz Inc. is the agency.

Watt to Launch New Magazine

Watt Publishing Co., Mount Morris, Ill., will launch *Poultry International* in January, 1962. The new quarterly publication will include technical and business management information for poultrymen in all overseas areas, with the exception of Latin America, Portugal and Spain, who are interested in U.S. methods. It will also include foreign political and trade developments which would affect the poultry business internationally.

JWT Is Brillo Agency

In reporting the results of the second American TV Commercials Festival (AA, May 8), ADVERTISING AGE incorrectly listed Ogilvy, Benson & Mather as the agency for Brillo. J. Walter Thompson Co. handles Brillo, and its commercial, "99 Squeezes Calypso," won an award.

Mayfield Tests Colleens

Mayfield Industries, Fort Worth, will test market a new sanitary pad, Colleens, this summer, probably on the West Coast. Newspaper copy clearance already has been obtained from several newspapers. North Advertising, New York, is the agency.

Virginia Dare to Speckter

Virginia Dare Extract Co., Brooklyn, manufacturer of a line of flavors and extracts, has appointed Martin K. Speckter Associates, New York, to handle its advertising. Fred Gardner Co., New York, is the former agency of record.

Eisner Adds Account

William Eisner & Associates, Milwaukee, has been named to handle advertising for the Point Loomis Shopping Center, Milwaukee. The agency has named Audrey Jean Bacher, formerly with Andrews Agency, Milwaukee, an account coordinator.

PUBLICITY

in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

P. O.'s Belen Speaks at Business Paper Circulation Seminar

CHICAGO, May 16—Frederick C. Belen, Assistant Postmaster General and head of the bureau of operations, will speak on closer cooperation between the Post Office and bulk mailers June 7 at the sixth annual circulation seminar for business publications.

Earl Nightingale, nationally famous sales inspirational lecturer, will reveal the "strangest secret" at the seminar's June 8 luncheon.

The two-day seminar, to be held at the Pick Congress Hotel here, is sponsored by Advertising Publications Inc., publisher of ADVERTISING AGE, *Industrial Marketing* and *Advertising & Sales Promotion*. Twelve industry and professional organizations cooperate annually in the seminar's production, Myron A. Hartenfeld, AA circulation director, said.

■ Free field trips, conducted by members of the Chicago Circulation Round Table to various types of subscription fulfillment systems used by Chicago publishers, will be offered on June 9.

The seminar's program embraces the latest techniques and developments of business paper circulation fulfillment, mail promotion, employe management, and relations with other publishing departments. #

'Post-Intelligencer' Ups Price

The *Seattle Post-Intelligencer* has raised its newsstand price in eastern Washington from 5¢ to 10¢. Newsstand price for Sunday editions remains at 20¢. Home delivery price has been increased from $2 to $2.25 a month for daily and Sunday and from $1.35 to $1.60 a month for daily only. Prices in the newspaper's major circulation area of Seattle and western Washington remain the same.

Donofrio Joins Cargill

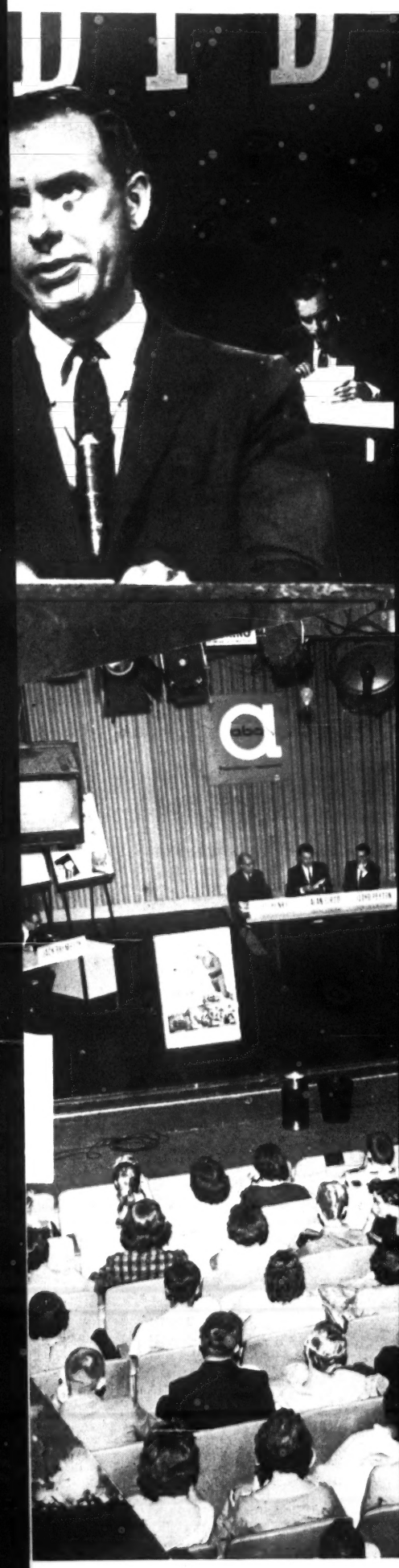
Hal Donofrio, formerly account executive with VanSant, Dugdale & Co., Baltimore, has joined Cargill, Wilson & Acree, Richmond, Va., as an account executive. The agency has also added three artists, Frank Ceglia, Theodore McNeil and Eldred B. Van Fossen to its staff.

UNDERWHELMING

The mild, pleasing flavor of Corby's never overpowers the other flavors you want to come through. Mixed any way you like. Tall, short, plain or fancy—Corby's proves again and again that it's

the smoothest whiskey this side of Canada

UNCORKED—*Ads for Corby's whisky introduce a new word, "underwhelming," supposed to mean Corby's flavor does not overpower flavors in mixed drinks. Ads are running in Life and Look. Ross Roy-BSF&D is the agency.*



The Image of Service in Los Angeles

★"CANDIDATE" series, showcasing the men in the race for Mayor of Los Angeles.

★"CHUCKO'S CHRISTMAS SHOW FOR TOYS FOR TOTS", sell-out national kickoff at the L. A. Sports Arena for the Marines' annual campaign.

★"EXPEDITION LOS ANGELES", first place program winner in national educational contest for service to the community.

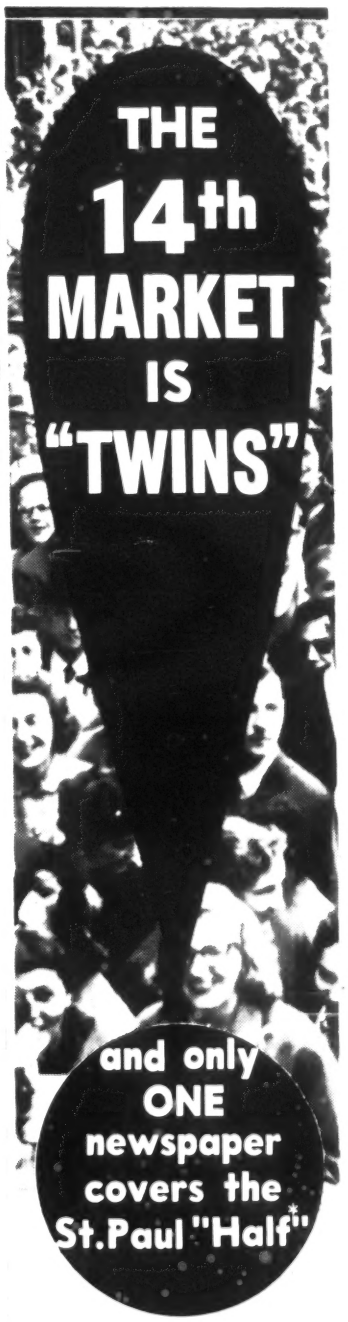
★"PUBLIC INTEREST AWARD" from the National Safety Council for "Traffic Court" and saturation safety campaigns.

★ CLINICS at ABC-TV Center for PTA, TV Techniques for Political Candidates, and Public Relations for High Schools.

★"CITIZEN OF THE YEAR" Award presented annually by the station to the outstanding Southern California citizen.

KABC-TV 7
owned and operated by
American Broadcasting—Paramount Theatres, Inc.

...SERVING THE PUBLIC BEST THRU TELEVISION



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

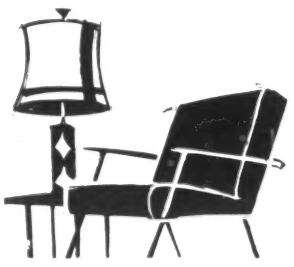
Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

HERALDLAND

biggest **FOOD** market in the South

$610,871,000 RETAIL SALES

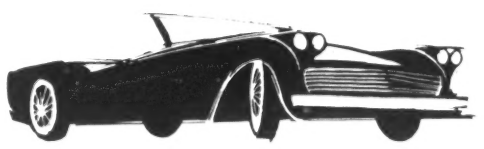
More than **double** the food sales in Atlanta Metropolitan County area.



biggest **FURNITURE-HOUSEHOLD-APPLIANCE** market in the South

$145,678,000 RETAIL SALES

Bigger than the **combined** Metropolitan County markets of Atlanta, New Orleans and Birmingham.



biggest **AUTOMOTIVE** market in the South

$522,087,000 RETAIL SALES

Bigger than the **combined** Metropolitan County markets of Atlanta, Birmingham and New Orleans.

biggest **APPAREL** market in the South

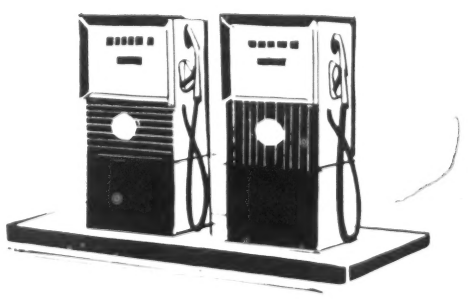
$196,503,000 RETAIL SALES

Bigger than the **combined** Metropolitan County markets of Atlanta, Birmingham and Louisville.

biggest **DRUG-COSMETIC** market in the South

$113,610,000 RETAIL SALES

Bigger than the **combined** Metropolitan County markets of Atlanta, Birmingham and Louisville.



biggest **GASOLINE** market in the South

$179,870,000 SERVICE STATION SALES

20% more than in the Metropolitan County markets of Atlanta and Birmingham **combined.**

it all adds up to the South's no. 1 market

1,316,700 permanent population (plus 4½ million tourists annually)...
$3,621,289,000 in Effective Buying Income...$2,694,906,000 in Retail Sales.

HERALDLAND is a retail market greater than any of 26 entire States and **HERALDLAND** is sold by the South's biggest and most influential newspaper.

The Miami Herald

biggest & growingest market in the South

...and
effective
August 1, 1961

The Miami Herald

will offer a new

3-way discount structure*

...designed to give national advertisers the widest latitude and flexibility in planning both seasonal and yearly schedules to achieve greatest impact at lowest cost.

BULK DISCOUNTS

SAVINGS UP TO 20%

Based on total linage within a 12-month period.

Lines Per Year	Discount
2,500	1%
5,000	3%
10,000	5%
25,000	9%
50,000	11%
75,000	13%
100,000	15%
150,000	17%
200,000	18%
250,000	19%
300,000	20%

CONTINUITY DISCOUNTS

SAVINGS UP TO 20%

Based on minimum lines per week for a specified number of weeks within a given period.

Lines Per Week	12 Weeks in 13	24 Weeks in 26
300	3%	5%
600	5%	8%
1,000	7%	11%
1,500	9%	13%
2,400	12%	16%

Lines Per Week	36 Weeks in 39	48 Weeks in 52
300	6%	8%
600	10%	12%
1,000	13%	14%
1,500	15%	17%
2,400	18%	20%

FULL PAGE DISCOUNTS

SAVINGS UP TO 24%

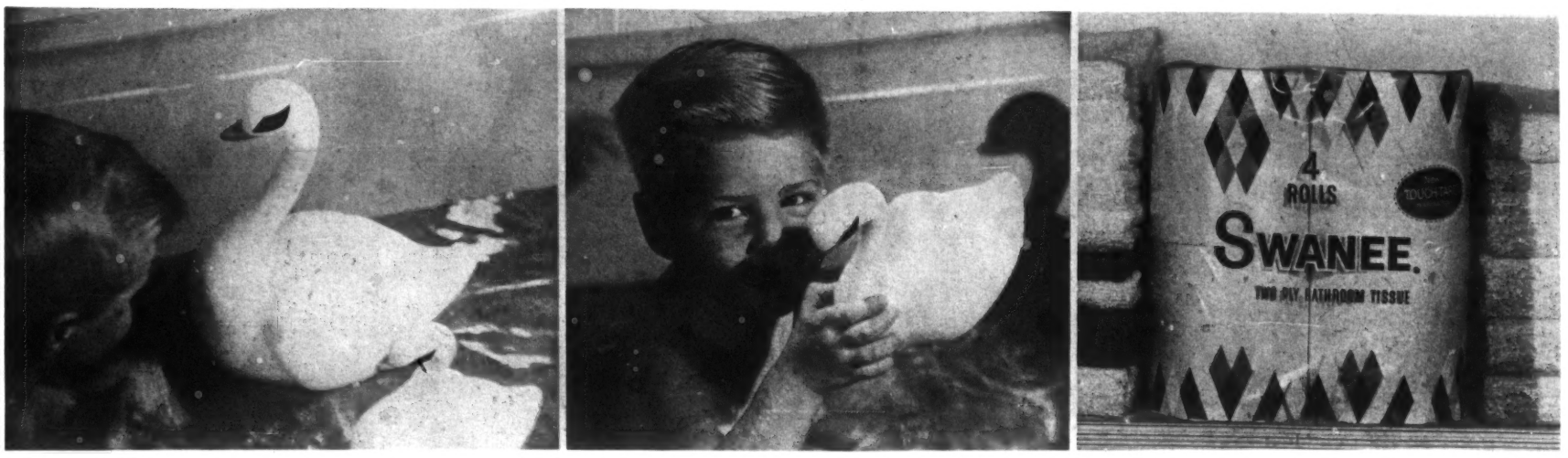
Based on the number of Full Pages run within 12-month contract period.

Full Pages	Discount
10	12%
20	14%
30	16%
40	18%
50	20%
60	22%
70	24%

**Corporate schedules that include two or more different yet related companies may be combined to earn the lowest rate.*

For complete details and rate card, write to
General Advertising Department, The Miami Herald or any Story, Brooks & Finley office.

The Miami Herald



LITTLE SWAN—*These scenes are from a 10-second station identification break being used by Swanee Paper Corp. in a saturation schedule on three New York stations. A small boy in a bathtub asks, "Mom, is a little swan a 'swanee'?" After his mother tells him that "Swanee is our soft bathroom tissue," he queries, "Does it have feathers?" A total of more than 50 spots per week are being run on WNBC-TV, WOR-TV and WNEW-TV in a minimum schedule of seven weeks, which started May 1. Robert Lawrence Productions filmed the spot under the direction of Leber & Katz, New York, Swanee Paper Corp.'s agency.*

NSE Names Peter Schruth Sales Exec of the Year

Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, was named "sales executive of the year" by National Sales Executives—International. The award is given to a nominee chosen by editors of leading business publications. The man chosen must be a sales executive "who, through exemplifying the spirit of confident selling, has contributed to and inspired others in raising standards of living throughout the free world."

Peter E. Schruth

Mr. Schruth joined Curtis Publishing Co. in 1945. In 1946 he was named West Coast manager of *Holiday*, and was transferred to Philadelphia and appointed vp and ad director of the magazine in 1954. In 1957 he was named vp and executive director of *The Saturday Evening Post*, and later that year was promoted to ad director of the *Post*.

Shields Moves to New Offices

Chuck Shields Advertising, Atlanta, has moved to new offices in the Bank of Georgia Bldg.

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

Now! A clear cut image emerges of the real reader of TODAY'S HEALTH

*Married Woman
*34-44 Years Old

Today's Health reaches her effectively through proved

PERSUASION

New Research answers media buyers' own questions. The complete analysis reveals a valuable readership, dominated by healthy, active, able-to-buy homemakers. Most importantly, this research shows that Today's Health exerts a unique influencing force on this desirable marketing target.

This activating force is *Persuasion Power!* It's produced by the documented fact that advertising in Today's Health is (1) read, (2) read over and over, and above all (3) believed and trusted. Then add low cost per thousand and an exclusive bonus reception-room circulation in the millions. You'll agree Today's Health can be a potent addition to your print media schedule. See all the documentation before you make your next recommendation. Call today for complete information.

*Unequaled ability to move people to

Monte Brown
535 North Dearborn Street
Chicago 10, Illinois
WHitehall 4-1500

Charles Lauer
475 Fifth Avenue
New York 17, New York
OREgon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue
Los Angeles 28, California
HOllywood 4-7157

Hearst Corp. Offers to Buy Remainder of Hearst Con 'A' Stock

NEW YORK, May 16—Hearst Corp., parent company of Hearst Consolidated Publications, which has lost money for three consecutive years, has offered to buy Hearst Con's Class A preferred stock at $25 a share. The stock has been selling for about $12.50 a share.

Hearst Corp. already owns the majority of Hearst Con's 1,189,849 outstanding Class A shares (810,-151 additional shares are in the Hearst Con treasury), and all 2,-000,000 shares of Hearst Consolidated common stock.

The parent company did not say how much Class A it hoped to buy under the tender offer, which expires June 20. It indicated, however, that a revitalization of ailing Hearst Consolidated was under way.

The subsidiary lost $6,461,896 last year, $2,402,580 in 1959, and $2,710,000 in 1958. A 1961 first-quarter report, just issued, showed Hearst Consolidated lost $3,216,900 in the period, compared with 1960's first quarter $2,066,300.

■ Hearst Corp. said the "list of Hearst Consolidated holdings might be revised." It said Hearst Corp. had "tremendous surplus funds," and would "pay cash for any magazine, newspaper, or tv station worth acquiring."

The multi-level Hearst ownership picture shapes up like this:

A subsidiary of Hearst Consolidated, Hearst Publishing, last year trimmed the *Pittsburgh Sun-Telegraph* and *Detroit Times* from its roster. That left Hearst Publishing with *The American Weekly, Puck —The Comic Weekly*, the *Los Angeles Examiner, Los Angeles Herald Express, San Francisco Examiner, Seattle Post-Intelligencer*, and —via a corporate owner, Apex Publishing—50% of the *San Francisco News-Call Bulletin* (Scripps-Howard Newspapers owns the other 50% of Apex).

Hearst Publishing also owns all of WCAE, Pittsburgh radio station. In turn, WCAE owns 50% of Television City Inc., which operates WTAE, a tv station in that city.

Hearst Con, meanwhile, publishes the *Baltimore News-Post & Sunday American, New York Journal-American*, and *San Antonio Light*.

■ Hearst Corp., the parent, publishes six dailies and four Sunday newspapers, 13 magazines, operates a newspaper feature syndicate—King Features—and has two radio and two tv stations, plus land, mine, and timber holdings. #

Hankscraft Names KVPD

Hankscraft Co., Reedsburg, Wis., has moved advertising for its display motor division from Arthur Towell Inc., Madison, Wis., to Klau-Van Pietersom-Dunlap, Chicago, effective June 1.

Wells James Ramsey Corbin

NEW CLUB—*Some 50 advertising and pr people from the Colorado Springs-Pueblo area got together to form the Pikes Peak Advertising Club recently. President of the new club is Craig Ramsey, Craig Ramsey & Associates, and vp is Ed Corbin, sales manager, Holly Sugar Co. Helping get the organization off the ground were Jackson Wells, director of field education, University of Denver, and president elect, Denver Advertising Club, and Numa L. James, general advertising manager, Rocky Mountain News, and regional vp, Advertising Assn. of the West.*

General Mills Cuts Back 'Rocky,' Adds 'Bullwinkle'

General Mills, Minneapolis, which has been a co-sponsor of the thrice-weekly half-hour "Rocky & His Friends" on ABC-TV, will back re-runs of the cartoon in syndication next season, chiefly on non-network stations. It also will sponsor a new Sunday evening NBC-TV program, the half-hour "Bullwinkle Show." Dancer-Fitzgerald-Sample handled the buys.

Palmer Adds Two Accounts

T. N. Palmer & Co., Detroit, has added two accounts formerly handled by Gray & Kilgore. The accounts, which followed Robert N. Blatchford, former Gray & Kilgore vp, are Empire Tool Co., Memphis, Mich., and Lamina Dies & Tools, Detroit. Mr. Blatchford now is a Palmer vp.

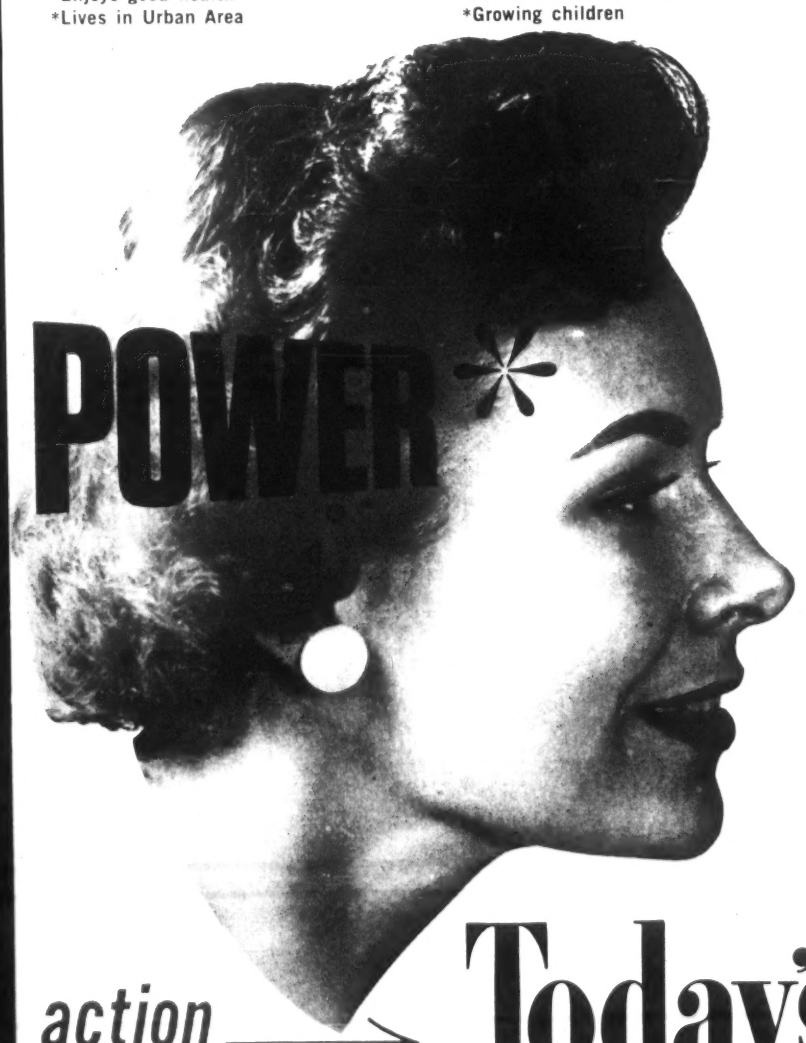
Culligan Indiana to Ruben

Culligan Indiana Water Conditioning Assn. has appointed Ruben Advertising Agency, Indianapolis, to handle its advertising and sales promotion.

*Enjoys good health
*Lives in Urban Area

*Housewife and mother
*Growing children

*Above average income
*Above average education



action →

Today's Health

Published by the American Medical Association

Whaley-Simpson Co.
700 Montgomery Bldg.
San Francisco 11, California
SUtter 1-4583

WTRF-TV STORY BOARD

JET AGE DEFINED: Breakfast in London, lunch in New York, dinner in San Francisco and baggage in Buenos Aires.

T. R. Effic! wtrf-tv Wheeling

OFFICE GAL: "Do you think a seismic explosion can cause enough vibration to bring on a rain?" MITCH: I don't know much about that, but I've seen a shotgun bring on a shower." (One for the Story Board file of Howard "Cooper Tire" Mitchell and we'll keep 'em rollin' too.)

Wheeling wtrf-tv

PESSIMIST: "Little Birdie in the sky, don't you do that in my eye!" OPTIMIST: "Little Birdie, go 'head try, 'cause I am lucky cows don't fly!" (Revised version of Jean Mountain's message)

wtrf-tv Wheeling

HEN CHIDING HER OFFSPRING: "If your father could see you, he'd turn over in his gravy."

Wheeling wtrf-tv

MISSIONARY: "Do you people know anything about religion, chief?"
CANNIBAL: "We had a little taste of it when the last missionary was here."

wtrf-tv Wheeling

EVIL is the root of a lot of money nowadays!

Wheeling wtrf-tv

FROM WHEELING, WTRF-TV delivers a service to the audience of this industrial Ohio Valley region. The importance of this service coupled to your ad campaigns means profits for you. Alert advertisers, ask George P. Hollingbery for details.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

PHOTO STAMPS—"TIP ONS"
Gummed miniature reproductions from your original photos or negatives. 13 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.
THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

Accordion Corp. Appoints

Accordion Corp. of America, Chicago, has named Harry Schneiderman Inc., Chicago, to handle its advertising. John D. Morgan Inc., Chicago, formerly handled the mail order advertiser. Billings are expected to be more than $100,000, Mr. Schneiderman said. Popular science books and fraternal and religious publications, as well as general magazines, will be used.

ANOTHER REASON WHY FORT WAYNE BELONGS ON YOUR "A" SCHEDULE

FORT WAYNE METRO AREA SPENDS $834 A YEAR PER HOUSEHOLD ON NEW CARS

Figure Tops Major Indiana Metro Areas

Fort Wayne	$834.88
Indianapolis	$789.40
South Bend	$709.18
Gary-Hammond-E. Chicago	$617.16

Source: Sales Management 5-10-61

Write for Free Book of Facts on 15 County Golden Zone Market

INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

NOT SO FICTIONAL—*Everywoman's Family Circle has released a 16mm color film, "For Homemakers Only," which centers around a mythical "Powers Advertising Agency." Dynamic Films, New York, made the 25-minute movie, which will be shown to supermarket chain executives and advertising and agency personnel in the next three months.*

Along the Media Path

Chicago's Sunday American introduced on May 7 a weekly summary of all deaths recorded in its issues and in the *Chicago Tribune* during the previous week. The summary also lists names and telephone numbers of mortuaries which made funeral arrangements following names of deceased persons.

• "The Travel Market of *The Saturday Evening Post*," a study showing the pattern, characteristics and size of its subscriber household travel market, has been published by **The Saturday Evening Post**, Curtis Publishing Co., Independence Sq., Philadelphia 5.

• **KMMJ**, Grand Island, Neb., has just completed a search for potential radio personalities by means of a series of Saturday afternoon shows, "Teen Show-Time." Two students, a boy and girl, from each of the two high schools divided each show into half-hour presentations, during which he planned the format, chose the records to be played, delivered the commercial copy, provided the continuity, and developed any special features involved on his segment of the show. Station staff members judged the youthful competing broadcasters on a point basis, and trophies were presented to the best boy disc jockey and best girl disc jockey and to runners-up. The winning school was awarded a rent-free ballroom, plus $150 as a fee for a senior prom orchestra.

• During May, which has been designated National Radio Month, **WJPS**, Evansville, Ind., is saluting all competing stations within its coverage area, including its three competitors in Evansville. On a regularly scheduled basis, the station's "goodie wagon," complete with a p.a. system and signs promoting National Radio Month, will visit cities in the area. During each personal appearance WJPS will salute the city's respective radio stations on the air and original sing-along jingles specially purchased will be piped over the station wagon's p.a. system.

• A newly-revised catalog listing some 500 different items on the subject of newspaper advertising has been published by and is available from the **Bureau of Advertising**, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17. The catalog includes listings on motion pictures, filmstrip presentations, easel and booklet presentations, general and retail advertising case histories, retail seasonal sales charts, promotional reprints and newspaper promotion ads.

• **Greeting Card Magazine**, New York, marked its first anniversary, with a record number of advertising pages totaling more than 40 pages.

• A 56-hour "Wake-A-Thon" broadcast, co-sponsored by **WRIT**, Milwaukee, and the Milwaukee Variety Club, raised more than $5,500 in pledges for the Variety Club's Epilepsy Center at Mt. Sinai Hospital in Milwaukee.

• **Houston Press** published a 134-page 50th anniversary edition May 9.

• The November issue of **Industrial & Engineering Chemistry** will contain a special section previewing the 28th Exposition of Chemical Industries, to be held at the New York City Coliseum Nov. 27-Dec. 1.

• "Get Close to Your Customers with America's Newest Medium . . . Spot Radio," a 19-page brochure which traces the changing nature of radio listening and describes the "emotional" dimensions of advertising on the air, has been published by **Edward Petry & Co.**, 3 E. 54th St., New York.

• "The Total Story" of WWJ, Detroit, is told in a six-page brochure which outlines the programs, personalities and special features that comprise the station's programming. Additional information may be obtained from Robert P. Rimes, **WWJ**, 622 W. Lafayette Ave., Detroit 31.

• **Pool Life**, Newark, is offering $50 to any of its readers submitting an original cover design accepted and used by the publication.

• A 20-page food section was published May 4 by the **Cincinnati Enquirer**.

• Frank J. Bruggner, mayor of South Bend, Ind., has accepted an offer by the **South Bend Tribune** to pay the estimated $16,000 cost of a municipal parking survey. The *Tribune* made the offer in a Page 1 editorial, after the city council voted against appropriating the necessary funds.

• Discussion of food, eating habits, marketing, cooking, plus suggestions for processors, packagers and retailers, is included in a 68-page report, compiled from transcriptions made during the 1960 Congress on Better Living, sponsored by **McCall's**. The congress, held in Washington, was attended by 100 representative homemakers from all over the U. S. The report is available from *McCall's*, 230 Park Ave., New York 17.

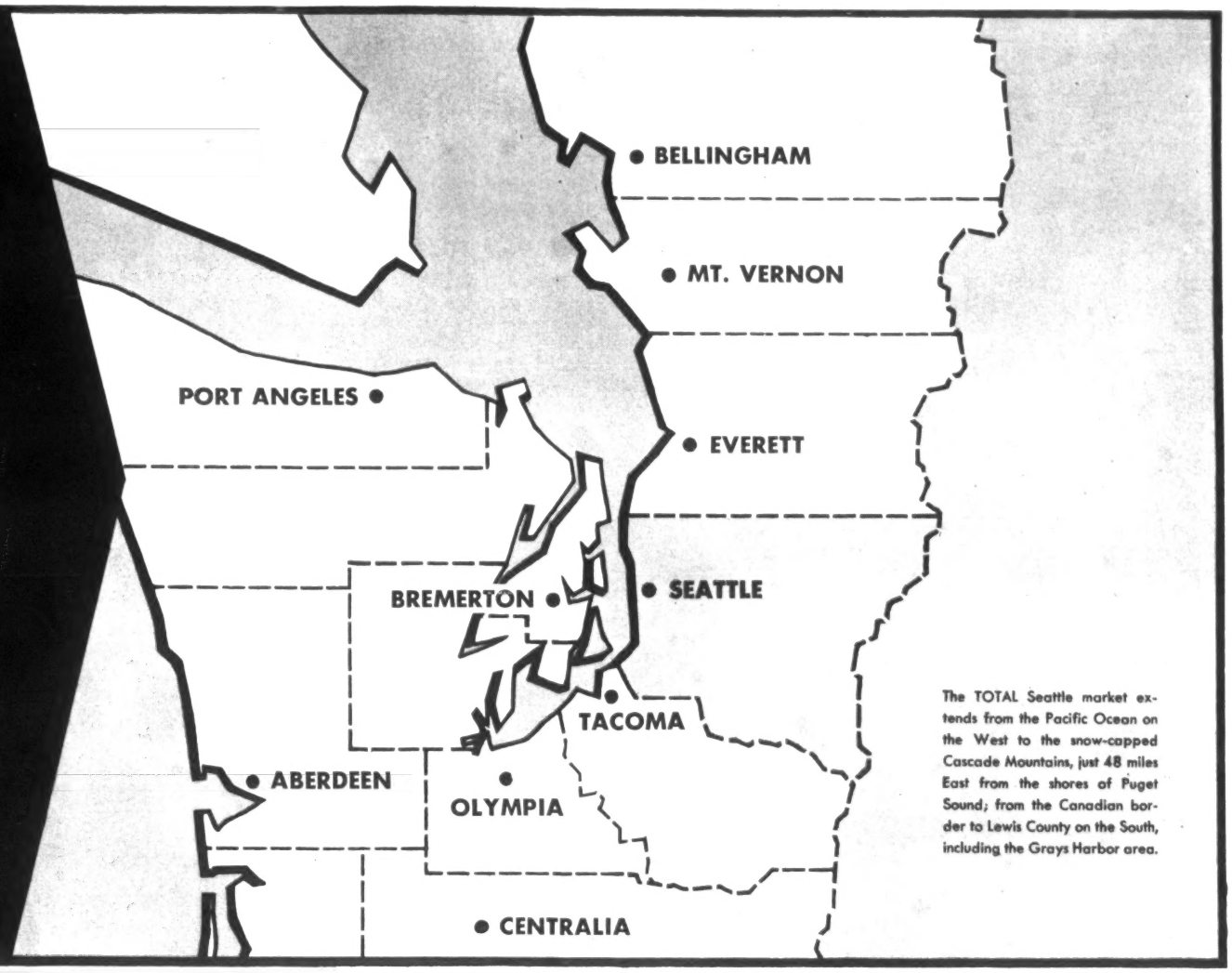
• A booklet entitled, "The Canadian People and Their Market," includes population, per capita income, farm cash income and retail sales broken down by provinces, counties and urban centers of 10,000 or more population. Copies are available from **Maclean-Hunter Publishing Co.**, 481 University Ave., Toronto 2.

• A new weekly "Home Improvement & Garden Guide," was introduced as part of city and suburban editions by the **Chicago Sunday Tribune** May 21. Also, on May 26, the *Chicago Sunday Tribune* celebrated its 100th anniversary. The Sunday edition of the *Tribune* was introduced 14 years after the daily began publication, to offer readers better coverage of the Civil War.

• **Department of New Laurels:** **Redbook's** circulation for the first quarter of 1961 was 3,411,000, a 14.3% increase over the first quarter of the previous year. #

THIS is the TOTAL Seattle Market as a marketing man sees it...

Are you missing HALF of the people?



The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound; from the Canadian border to Lewis County on the South, including the Grays Harbor area.

49% of the people in the Seattle Market live OUTSIDE King County...and here is the way to reach them economically!

This media concept gives 71% PENETRATION ...for only pennies more!

★

In the TOTAL Seattle Market, one Seattle newspaper gives you only 9.4% penetration outside King County; the other only 16.8%. Remember, HALF the people in the TOTAL Seattle Market live *outside* King County! For that reason, advertisers who want to reach ALL the market with strong, merchandisable penetration buy

ONE SEATTLE NEWSPAPER and the LOCAL DAILIES

You reach 429,198 homes in the TOTAL Seattle market for only pennies more per line. Your W-H man can show you how to buy the eight "outside" dailies listed here with ONE order, (one bill for those marked *). Get the TOTAL story on the TOTAL Seattle market today.

The total Seattle Market represents nearly TWO BILLION DOLLARS in retail sales . . . nearly half of which are made OUTSIDE King County, the home county of Seattle! This "outside" area is no commuter feeder to Seattle, but a series of individual trading centers, each supporting its own economy with basic industries and agriculture. When you spend all your advertising dollars in Seattle, you pass up, literally, nearly HALF of the market.

It makes sense to buy ONE Seattle newspaper, and the home county newspaper in each of the other counties in the TOTAL Seattle Market. Compare the coverage . . . and the cost . . . and see!

WEST-HOLLIDAY CO., INC.

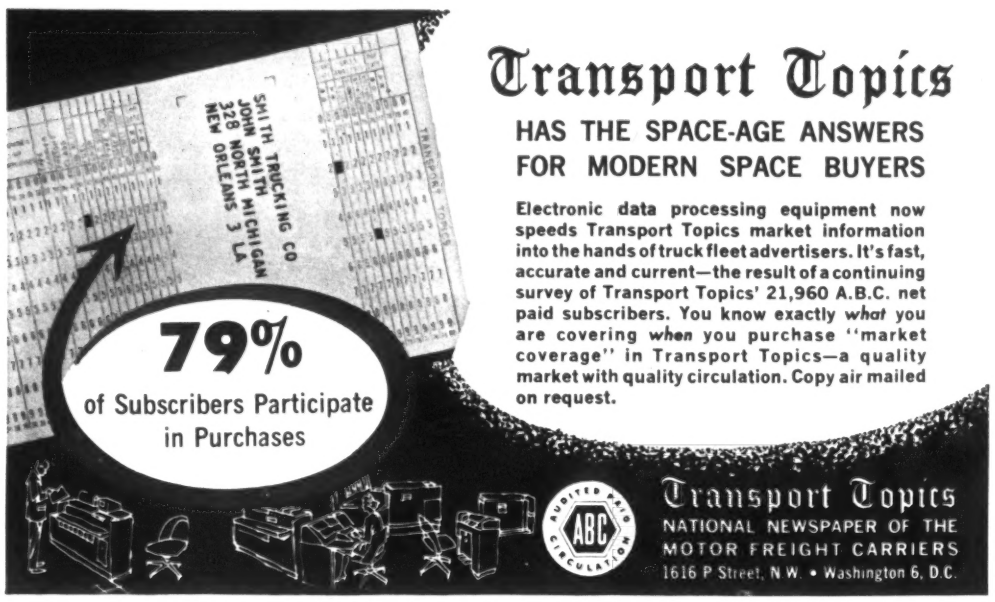
Owned and operated by Nelson Roberts & Associates

Representing strong daily newspapers throughout the Pacific Area including these marked * in the Seattle Market Area:

Bellingham Herald, Bellingham*
Mt. Vernon Herald, Mt. Vernon*
Everett Herald, Everett*
Port Angeles News, Port Angeles
Bremerton Sun, Bremerton*
Daily Olympian, Olympia
Aberdeen World, Aberdeen*
Centralia Chronicle, Centralia*

West-Holliday Co. has offices to serve you in:

- **Seattle**
- **Portland**
- **San Francisco**
- **Los Angeles**
- **Chicago**
- **Detroit**
- **New York**
- **Denver**



McCann-Marschalk Adds Account; Elects Meskil VP

Parker Sweeper Co., Springfield, O., manufacturer of sweeper equipment to remove leaves, grass clippings and debris from residential lawns, golf courses, parks, etc., has appointed McCann-Marschalk Co. to handle its advertising. The account will be serviced by the agency's Cleveland and Columbus offices. Cye Landy Advertising is the previous agency of record.

McCann-Marschalk also has elected John J. Meskil, media director in New York, a vp.

Weeks, Sheldon Promoted

Richard C. Sheldon and Willet Weeks have been appointed assistant general managers of the *New York Herald Tribune*. Mr. Sheldon formerly was director of research; Mr. Weeks, who earlier was president and general manager of the European edition of the *Herald Tribune*, last year returned as assistant to the general manager.

Pro-Automation Union Sets Push in Three Magazines

NEW YORK, May 16—A union in favor of automation broke a campaign this week with the theme, "Automation? Absolutely! says this union president."

Local 1, of the Amalgamated Lithographers of America is the sponsor of a b&w page in the May 15 *U.S. News & World Report*, May 27 *Business Week* and June *Fortune*. The ad, in question-and-answer form, features an interview of the Local 1 president, Edward Swayduck, by Henry Cassidy, a commentator.

The ad states ALA's support of automation and its belief that

other unions should follow. The ad is designed to promote the purchase of lithography in ALA plants where a "buyer doesn't pay for featherbedding or obsolete processes."

The campaign, budgeted at about $150,000 by the local, largest in the national union, includes car cards "on everything that moves and swims" in the metropolitan area, including subways, buses, railroads and ferries. Car cards read, "Amalgamated Lithographers of America—A dynamic force for progress and craftsmanship in the graphic arts."

■ In recent months, Local 1 has run a series of color inserts in more than a dozen publications covering the advertising, printing, newspaper and packaging business.

Next fall, the local, with the cooperation of employers and press manufacturers, expects to set up a display in Grand Central which will include an operating offset press. This project may involve the entire union.

Local 1 advertising is handled by J. S. Fullerton Inc. #

MMBA Names CCI, SCI

Mutation Mink Breeders Assn., New York, which represents more than 5,000 mink breeders in the U.S., has named CCI, pr division of McCann-Erickson, New York, and SCI, its sales communications division, to handle pr and sales promotion. The new program will be coordinated with the association's advertising and merchandising handled by Albert Woodley Co., New York. CCI's program will give special attention to the potential customer in the smaller and medium-size cities and will be directed toward "enhancing and extending the image of MMBA brand mink as a distinctive status symbol." SCI will handle an expanded program for retailers.

Leff Adds Two Accounts

Murray Leff & Co., New York, has been named to handle advertising for Universal Refining Products, New York, and for Vanguard Extruders, Brooklyn, maker of plastic luggage binding.

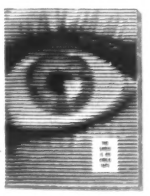
FOR THAT "LIVE" LOOK, TAPE IT...
on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you—at no cost or obligation.



Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

©1961 CURTIS PUBLISHING CO.

What's up at the newsstands?

Sales of women's magazines. The woman's touch is being felt at newsstands as never before.

In 1960, newsstand sales of women's magazines totaled 54,000,000 — up a phenomenal 4,000,000 over the previous year. On newsstands (and off), no other group of magazines is anywhere near as hot.

This newsstand vitality indicates that our circulation growth is as *healthy* as it is strong. In the women's field, more and more competition has built better books — and better books have built better audiences. Result: Every month women's magazines deliver a record 18,000,000 plus of the most interested, devoted, moneyed women in America.

From this, two truths must follow: 1. That the Ladies' Home Journal, with the youngest, wealthiest, *biggest* audience of any women's magazine in 1960, was the most vital magazine buy of them all; 2. That this same Journal, the first women's magazine to have two 7,000,000* issues in a row (March and April), must be even more vital in 1961.

When the Journal speaks–women listen

*PUBLISHER'S ESTIMATE

26 Advertisers Are Honored by Cleveland Adclub

CLEVELAND, May 16—Twenty-six advertisers will be honored June 6 by the Cleveland Advertising Club for ad programs that achieved or exceeded their goals.

The companies won first awards in the club's 13th annual Cleveland-Prepared Advertising Performance competition. There were 104 campaign portfolios submitted.

Meldrum & Fewsmith prepared eight of the winning campaigns. Griswold-Eshleman Co. did six, and Fuller & Smith & Ross, four.

The winners, and their agencies, are:

Austin Co. (Fuller & Smith & Ross); B. F. Goodrich Industrial Products Co. (Griswold-Eshleman Co.); B. F. Goodrich Co. (Griswold-Eshleman); Bonne Bell Inc. (Meldrum & Fewsmith); Bryant Mfg. Co. (Griswold-Eshleman); Carling Brewing Co. (Lang, Fisher & Stashower); Citizens Federal Savings & Loan Assn. (Meermans Inc.); Cleveland Electric Illuminating Co. (McCann-Marschalk Co.).

Cleveland Trust Co. (Lang, Fisher & Stashower); Davey Tree Expert Co. (Meldrum & Fewsmith) two awards; Dill Mfg. Co. (Carr Liggett Advertising); Durkee Famous Foods (Meldrum & Fewsmith); Erie Resistor Corp. (Meldrum & Fewsmith); Gar Wood Industries (Meldrum & Fewsmith); General Electric Co. (Batten, Barton, Durstine & Osborn) two awards.

General Fireproofing Co. (Griswold-Eshleman); Glastic Corp. (Bayless-Kerr Co.); Glidden Co. (Meldrum & Fewsmith); Harris-Seybold Co. (Fuller & Smith & Ross); Lufkin Rule Co. (Fuller & Smith & Ross); Master Builders Co. (Griswold-Eshleman); Mohawk Rubber Co. (Carr Liggett Advertising); Ohio Crankshaft Co. (Carr Liggett); Republic Steel Corp. (Meldrum & Fewsmith); Richman Bros. Co. (Lang, Fisher & Stashower); Sherwin-Williams Co. (Griswold-Eshleman); Wick Lincoln Mercury Sales (Ralph Bing Advertising Co.).

DAYTON ADCLUB HONORS 176 ADS

DAYTON, May 16—Thirty Dayton advertisers and agencies divided 176 awards in the 1961 advertising exhibit competition sponsored by the Dayton Advertising Club.

There were 1,025 entries in 51 categories.

Among agencies, well above par was Hugo Wagenseil & Associates Co., which captured 12 firsts and a total of 30 awards, followed by Kircher, Helton & Collett, with five firsts and 20 awards of all denominations.

Also in double figures were Weber, Geiger & Kalat, with four firsts and 14 awards; and Robert Frame Advertising, with three firsts and 13 awards. Chrysler Airtemp division of Chrysler Corp. won four firsts and 11 awards.

The "best in show" plaque was awarded to Kircher, Helton & Collett for the second straight year; this year for a tv commercial for Frigidaire dishmobile.

■ First place winners included:

Newspaper, retail, service, larger than quarter page—Hugo Wagenseil & Associates Co., for Ohio Electrical Utility Institute; **newspaper, retail, service, quarter page or smaller**—Wagenseil, for Dayton Power & Light Co.; **newspaper, retail, goods, larger than quarter page**—Wagenseil, for Dayton Power & Light Co.; **newspaper, retail, goods, quarter page or smaller**—Wagenseil, for McGregor Co.

Newspaper, retail, service or goods, black and one or more colors—Wagenseil, for Third National Bank; **magazine, consumer, page or larger in color**—Wagenseil, for McGregor Co.; **magazine, consumer, b&w page or larger**—Airtemp division of Chrysler Corp.; **magazine, consumer, smaller than page**—Geyer, Morey, Madden & Ballard, for Inland Mfg.

Magazine, business, page or larger in color—Mead Corp.; **magazine, business, b&w page or larger**—Don Kemper Co., for E. F. MacDonald Co.; **magazine, business, smaller than page**—Wagenseil, for Monarch Marking System; **magazine, trade, dealer insert**—Airtemp division of Chrysler Corp.; **magazine, trade, dealer, page or larger**—Kircher, Helton & Collett, for Frigidaire division of General Motors Corp.

Magazine, trade, dealer, b&w page or larger—Dancer-Fitzgerald-Sample, for Frigidaire division of General Motors Corp.; **magazine, trade, dealer, smaller than page**—Weber, Geiger & Kalat, for Dimco-Gray; **magazine, trade, industrial, insert**—Kircher, Helton & Collett, for Diamond National; **magazine, trade, industrial, page or larger in color**—McCann-Erickson, New York, for Mead Corp.

Magazine, trade, industrial, b&w page or larger—Odiorne Industrial Advertising, for Globe Industries; **magazine, trade, industrial, smaller than page**—Odiorne, for Hamilton Foundry; **direct mail, individual mailing, consumer**—Mead Corp.; **direct mail, individual mailing to dealer or salesman**—Johnson-Sabatino, for E. F. MacDonald Co.; **direct mail, individual mailing, industrial**—Kircher, Helton & Collett, for Diamond National; **direct mail, complete campaign**—Johnson-Sabatino, for Royal Crown Cola.

Radio, live commercials, 20 seconds or longer, scripts only—Weber, Geiger & Kalat, for Winters National Bank & Trust Co.; **radio, transcribed commercials, 20 seconds or longer, 7½ ips tape**—Bridges, Sharp & Associates, for Sucher Packing; **radio, jingles**—Robert Frame Advertising, for Braun Bros. Packing Co.

Television, straight film commercials, 20 seconds or longer—Kircher, Helton & Collett, for Frigidaire division of General Motors; **tv, slide and/or drop commercials**—Airtemp division of Chrysler Corp.; **tv, live commercials**—Wagenseil, for Dayton Power & Light Co.

Outdoor, posters—Weber, Geiger & Kalat, for Winters National Bank; **outdoor, mobile signs, on trucks and buses**—Wagenseil, for Dayton Power & Light Co. #

Stackig Appoints Pogue, Parks; Adds Two Accounts

Richard L. Parks has joined S. G. Stackig Inc., Washington, as art director, and David O. Pogue has joined the agency as a copywriter. Mr. Parks formerly was associate art director of Dawson, MacLeod & Strivers and art director of *Air Force/Space Digest*. Mr. Pogue was formerly with Sessions & Caminita, public relations company.

At the same time, Stackig has been named to handle advertising for Page Communications Engineers and for the operations evaluation group of Massachusetts Institute of Technology, which conducts operations research for the U.S. Navy in facilities at the Pentagon and in Cambridge, Mass.

Redwood Empire Sets Drive

"What you like to do most . . . . you can do best . . . in the Redwood Empire," is the theme of a campaign which started May 15 in which Hoefer, Dieterich & Brown, San Francisco, is attempting to stimulate additional tourist travel on behalf of the Redwood Empire Assn. The campaign will involve use of painted outdoor bulletins, direct mail and *Sunset Magazine*.

Warren to Griswold-Eshleman

W. Paul Warren has joined Griswold-Eshleman Co., Cleveland, as an account executive. Mr. Warren was formerly with Meldrum & Fewsmith.

"Throwing air freight into cannibalistic chaos."

This vehement protest was voiced in opposition to the Civil Aeronautics Board's proposal to revoke minimum rate orders on domestic air freight. Others, equally influential in transportation policy making, support the CAB. All such views and all pertinent events are, of course, fully reported in Traffic World, the weekly newsmagazine of transportation management.

NO MATTER HOW GOOD YOUR GAME

YOU CAN STILL IMPROVE YOUR SCORE

If your game is selling products in the big mass market, there's a better way to score. Take advantage of the facilities of RKO General... the nation's *largest* non-network owned radio and television group, with *more national spot television availabilities* (for participating announcements or full program sponsorship) per home coverage than any network or non-network group of stations.

RKO General *Radio* reaches 82% more radio homes than the largest non-network owned group of radio stations.

RKO General *Television* reaches 95% more TV homes than the largest non-network owned group of television stations.

RKO General *Television* offers more than double the national spot availabilities per home coverage from noon to midnight than the largest network-owned group of stations because of no network program commitments by RKO Television stations in three of the top five U.S. markets.

At your request RKO General's national spot representative will document these figures for your Research Department.

Papert, Koenig Adds Faberge; Names Fisher, McClintock

Papert, Koenig, Lois, New York, has been named to handle advertising for Faberge Inc., New York, perfume and toiletries manufacturer. Heretofore the company has done little national advertising of its Faberge fragrances, concentrating its marketing budget on fashion promotions for stores and co-op advertising. During the war it ran its first national ads with copy reading: "Don't buy perfumes, buy bonds." This was its sole national expenditure until last year when it started a series of one-column ads in *The New Yorker* and fashion books. These were created by the company and placed by James R. Flanagan Advertising.

Papert, Koenig also has named Anita Fisher, formerly with Erwin Wasey, Ruthrauff & Ryan, a copywriter and Thomas McClintock, previously with Dancer-Fitzgerald-Sample, a media supervisor.

Bartlett Cox Trammell Reinsch Read Hausman Shapiro DeWitt

INTERIM—*Getting together during a break in meeting activities of the National Assn. of Broadcasters in Washington were Marcus Bartlett, James Cox Jr. and J. Leonard Reinsch, WSB and WSB-TV, Atlanta; Niles Trammell, WCKT, Miami; A. Louis Read, WDSU, New Orleans; Louis Hausman, Television Information Office; Mike Shapiro, WFAA, Dallas radio and tv outlets; John DeWitt Jr., WSM, Nashville.*

Paramount's Gross Up, Net Dips

Paramount Pictures Corp., New York, has reported a gross income of $131,325,000 for 1960, up from the $115,216,000 recorded in 1959. Net income of $7,026,000 for 1960, however, represented a decline from the $7,519,000 for the previous year. Paramount Pictures, a motion picture and tv film production company, is the parent company of International Telemeter Co.

Gaynor & Ducas Names Three; Adds Geophysics Account

Gaynor & Ducas, New York, has appointed John R. Weld to the new post of account executive in charge of employment advertising and Holland Sherwood and Henry Arnau to the copy staff. Mr. Weld formerly was corporate employment manager of Radio Corp. of America. Mr. Sherwood formerly was with Ellington & Co. Mr. Arnau was with Victor Bennett Co.

Gaynor & Ducas has been named to handle advertising and pr for Geophysics Corp. of America, Bedford, Mass. The account formerly was with Molesworth Associates.

Kurtz Now Kurtz & Finkle

Gerald N. Kurtz Advertising, New York, has changed its name to Kurtz & Finkle Advertising. William B. Finkle has been named exec vp and creative director. He was formerly vp and art director of Ritter, Sanford, Miller & Kampf, New York.

Bridges Joins 'H&G'

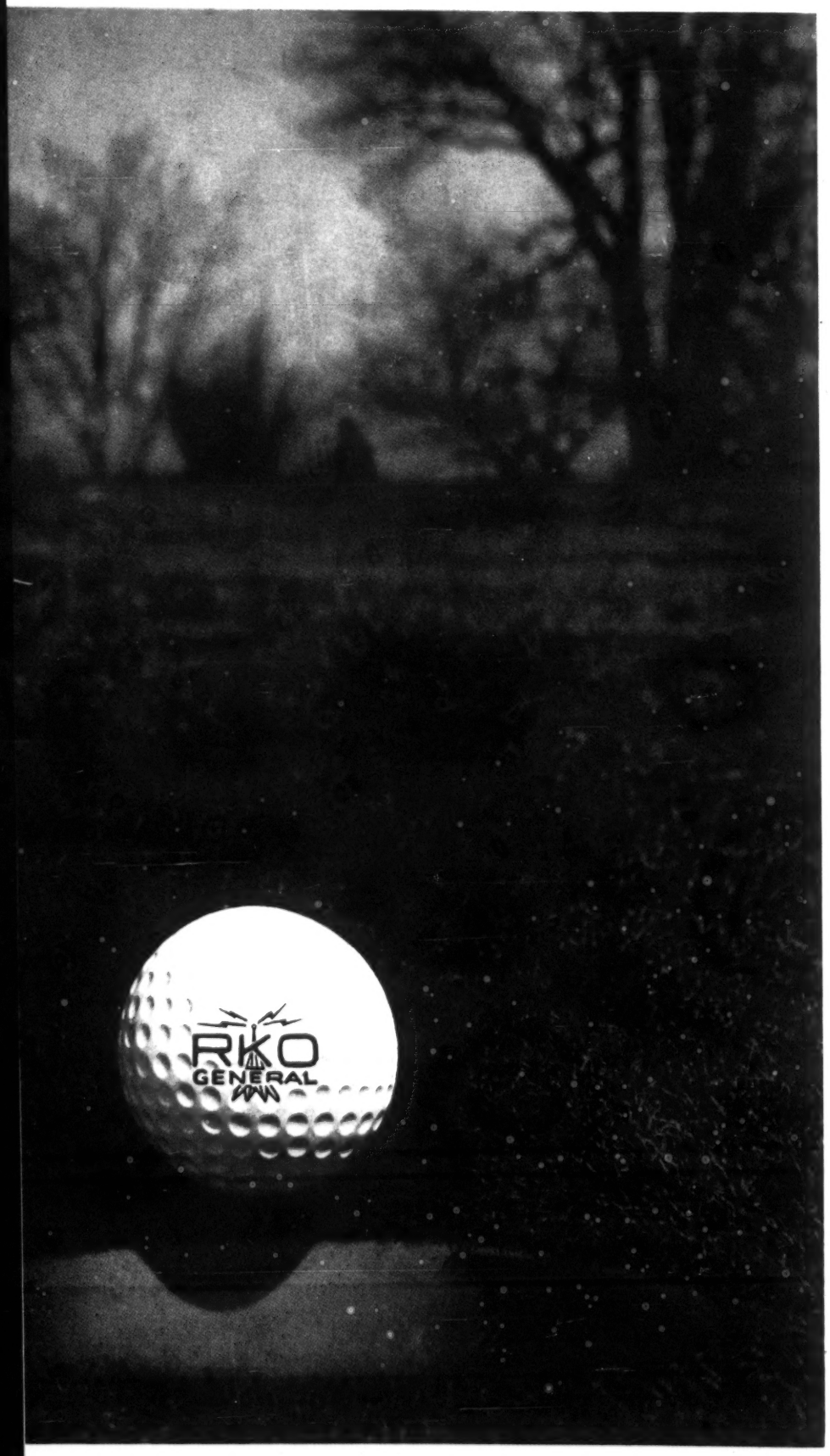
Leonard Bridges, formerly with Batten, Barton, Durstine & Osborn, has joined the sales staff of *House & Garden*, New York.

Regal Advertising Moves

Regal Advertising Associates has moved to 385 Fifth Ave., New York.

Lambert & Feasley Moves

Lambert & Feasley has moved to 850 Third Ave., New York.



Follow through
on the following
RKO General Stations.

WOR-AM and **WOR-TV,**
New York

KHJ-AM and **KHJ-TV,**
Los Angeles

WNAC-AM and **WNAC-TV,**
Boston

CKLW-AM and **CKLW-TV,**
Detroit

WHBQ-AM and **WHBQ-TV,**
Memphis

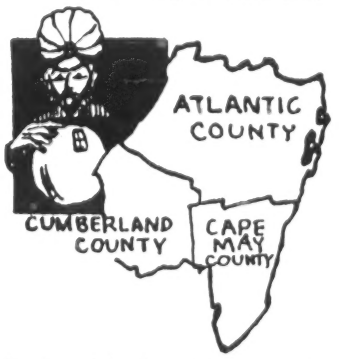
WHCT-TV, *Hartford*

KFRC, *San Francisco*

WGMS, *Washington, D.C.*

RKO GENERAL

Here's the Medium That Gets Results



In the rich three-county market of Southern New Jersey, it's the **PRESS** with a phenomenal increase in circulation that more than matches the rapidly expanding population growth of the area.

Atlantic City Press

Southern New Jersey's
"Good Morning" Newspaper
ROLLAND L. ADAMS, President
SCOLARO, MEEKER & SCOTT, Inc.
National Representatives

SECOND INTERNATIONAL ELECTRONIC CIRCUIT PACKAGING SYMPOSIUM

AUGUST 16-17-18 1961 BOULDER COLORADO

sponsored by UNIVERSITY of COLORADO in cooperation with ELECTRICAL DESIGN NEWS

EDN

AGAIN LAUNCHES A GALAXY OF NEW CIRCUIT PACKAGING IDEAS FOR TOP ELECTRONIC OEM ENGINEERS!

THIS AUGUST, EDN will again stimulate greater strides in electronic circuit packaging by bringing together the nation's leading electronic OEM designers for a review of the newest advances in microscopic, high impact, underwater, high potential and outer-space circuit packaging!

EDN, IN COOPERATION with the University of Colorado, last year inaugurated the Symposium in which 500 engineers participated. Their enthusiastic reaction resulted in expanding the 1960 two-day program to three days this year, allowing more time for open discussion.

EDN, OF COURSE will provide the most comprehensive, most eagerly read coverage of Symposium news and developments, right up to, during and following the conference—now a major annual event!

AN EDN CONTRIBUTION to the industry it serves, the non-profit Symposium is actually an extension of the unique EDN editorial philosophy built on Adaptable Design Ideas. This philosophy not only guarantees another successful Packaging Symposium in 1961—it also guarantees continued top readership of both advertising and editorial in EDN.

THIS EDITORIAL PHILOSOPHY also is the big reason why only EDN among electronic engineer publications is showing a 1961 gain in pages of advertising over the same period last year!

TOMORROW'S ELECTRONIC OEM MARKETS START WITH ADAPTABLE DESIGN IDEAS IN...

EDN

a Cahners Publication

BPA ABC

ROGERS PUBLISHING CO., INC. Englewood, Colo.

A Subsidiary of Cahners Publishing Company, Inc.

FUNNY FIDOS—*Ralston Purina Co., St. Louis, will run this two-color page in Family Weekly, Life and Look in July and August to promote its contest for Purina Dog Chow, based on humorous dog cartoons plus a jingle completion. Newspaper comics and tv commercials are also scheduled.*

Cartoon-Jingle Contest to Promote Purina Dog Chow

ST. LOUIS, May 17—A contest campaign for Purina Dog Chow will be promoted this summer via print and television.

The campaign is built around a "Dogs Are Funny" cartoon jingle contest. Contestants select any one of five cartoons and then complete the last line of a jingle. Entries must be accompanied by a weight circle from any size package of Dog Chow. First prize is $20,000 cash, with five second prizes of $4,000 each, and other lesser awards totaling $100,000.

The contest will be advertised in half-page color ads in 160 Sunday newspaper comic sections in mid-July, plus two-color pages in *Family Weekly*, *Life* and *Look* during July and August.

Contest commercials will be shown on three Dog Chow tv shows on ABC: "Cheyenne" June 26, "Stagecoach West" July 18 and "Leave It to Beaver" July 29.

The contest will also be promoted with point-of-purchase displays and on the Dog Chow packages.

■ Oscar Norling, account supervisor with Gardner Advertising Co., and Richard Vinyard, advertising manager of Purina Dog Chow at Ralston Purina Co., said consumers who frequently clip dog cartoons and send them in, gave them the cue for the contest. The five contest cartoons were created especially for the promotion by leading cartoonists.

Trade ads are running in May and June in *Chain Store Age*, *Food Topics*, *NARGUS Bulletin*, *Progressive Grocer*, *Supermarket Merchandising* and *Supermarket News*. ≡

Houbigant, Heller to Johnstone

Houbigant Sales Corp., New York, has appointed Johnstone Inc., New York, to handle advertising and promotion for its Houbigant fragrances and for its Jaquet cosmetics. The account bills approximately $232,000. It was previously handled by Arndt, Preston, Chapin, Lamb & Keen. Joan R. Heller, who was account executive on Houbigant at Arndt, Preston, has joined Johnstone in the same capacity.

WESTERN HORSEMAN

Leader in the Western Equestrian Field
6 Months Ending
December 31, 1960
117,853
ABC

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

MORE IMPORTANT EVERY DAY!

INCREASED COMPLEXITY IN CAR SERVICING OVER THE LAST FIVE YEARS HAS MADE THE CAR DEALER THE IMPORTANT MAN IN THE CAR SERVICING MARKET.

"I'm putting more space, time and money into my service department," says Martin McInerney, General Manager of Simms-Dawson, Detroit, "because the demand is there and because it's getting bigger every day."

Multiplicity is the trend of the auto industry . . . in models, designs, options and parts. In 1956 the public had a choice of 217 American car models. 1961 offers 253! Because of this multiplicity, car servicing today requires more knowledge, more training, more tools, more space, and greater inventory than ever before.

It is becoming increasingly difficult for independent garages and corner gasoline stations to cope with the situation. Car owners now more than ever, depend upon the dealer for complete and competent servicing. Only the car dealer has the knowledge, personnel, equipment, training programs and space to handle the complexity of today's service operations.

Add to this the longer warranty periods and the manufacturers' maintenance programs and you have the reason that the dealer is taking command of the car servicing market!

So whatever automotive product you manufacture or sell, the dealer is the man who is in constant touch with your ultimate customer . . . the man who is so highly influential in the sales of your products . . . the man you must reach!

And Automotive News is the car dealer's publication! More dealers subscribe to, read and prefer Automotive News than any other automotive publication!

That's why so many manufacturers already depend on Automotive News for complete coverage of the vital car dealer market. And that's why you should look to Automotive News . . . to reach and sell the man who is taking command of the complex business of car servicing.

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520
NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The most influential publication in the automotive industry

ABC ABP

there is nothing harder to stop than a trend

like today's younger, bigger family trend to ABC

Youth must not only be served. It must be *deserved*. By the kind of alert, alive programming a network does.

In terms of cause and effect, it works out like so:

Cause . . . ABC's leadership in sports (ABC's Wide World of Sports, Bing Crosby Golf Tournament, Fight of the Week, NCAA Football, American League Football, Orange Bowl Game, College Basketball).

Cause . . . ABC's leadership in action adventure entertainment *(The Untouchables, 77 Sunset Strip, SurfSide 6, Maverick, Naked City)*.

Cause . . . ABC is facing the issues of the day with a vigorous new kind of news reporting (ABC-TV News Final), a vital approach to the public interest (Winston Churchill Series, Close-Up!, Expedition, Directions '61, Issues & Answers).

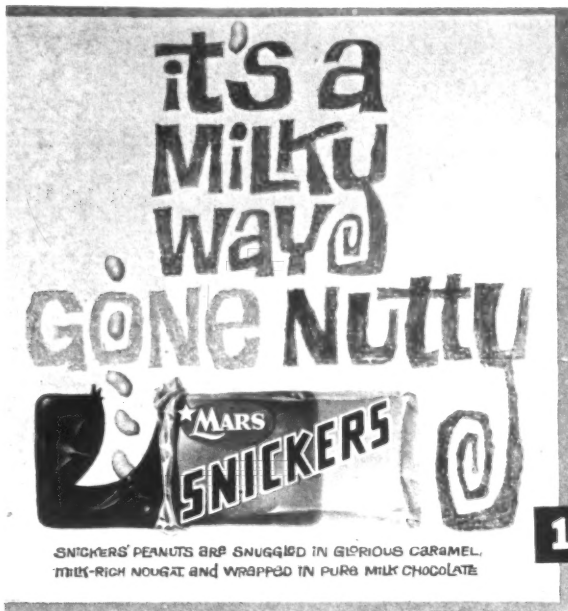
Effect . . . a decisive lead in *younger* families. For example: in households where the head is under 40, ABC is first with 24.7%, Net Y second with 20.9%, Net Z third with 18.3%.*

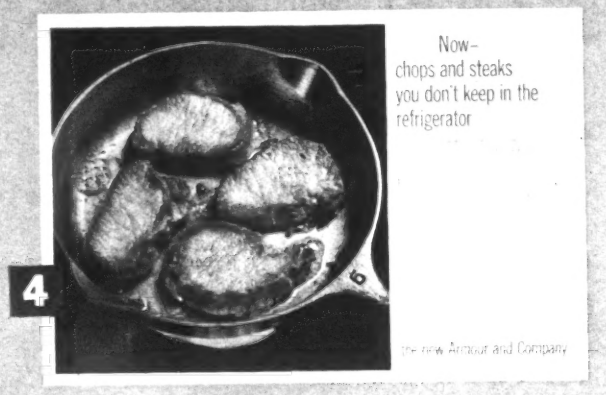
Effect . . . a decisive lead in *larger* families. For example: in families of five or more, ABC leads with 27.8%, Net Y second with 21.5%, Net Z, third with 19.0%.*

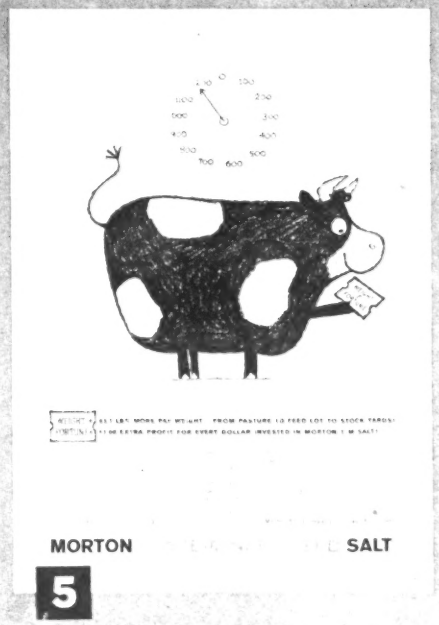
Telling numbers, these. They deal with the best people to deal with—the big, super-marketing crowd. They're America's best spenders. Which is why ABC is now attracting America's smartest trenders.

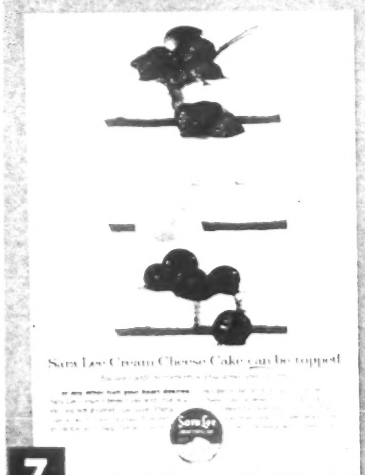
ABC Television Network

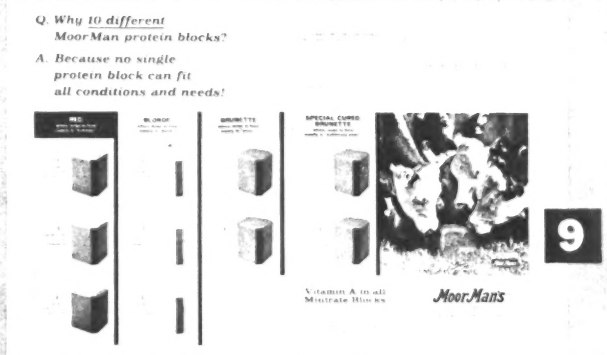
*Source: National Nielsen TV Index, 4 weeks ending Feb. 5, 1961. Average Audience, Mon. through Sat. 7:30-11 PM, Sun. 6:30-11 PM.

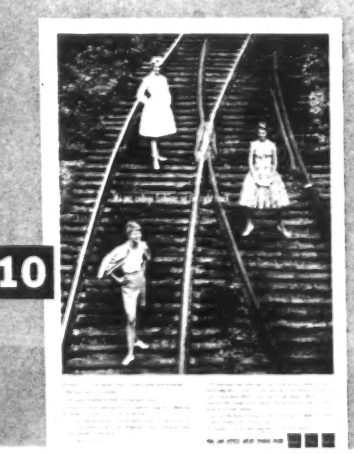


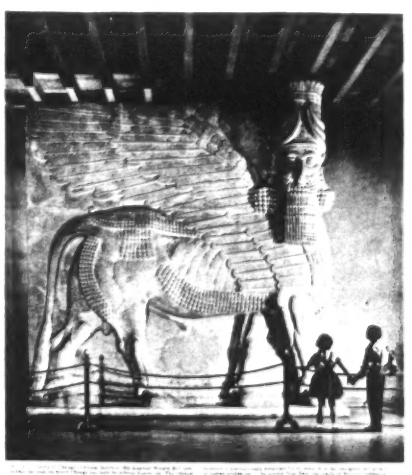












CFAC HERMES AWARDS—Here is a sample of the winners in the Chicago Federated Advertising Club's 19th annual competition for outstanding advertising produced in the Chicago area between April 1, 1960, and April 15, 1961. Advertisers in 60 sub-categories received Hermes trophies; certificates were awarded to the agency or producer in each category. The awards were presented at the awards dinner on May 18. The winners shown here (listing category, advertiser and producer, in that order) are:

1. Outdoor and transportation, car-bus cards—Mars Inc., Chicago; Gugler Lithographic Co., Milwaukee.

2. General consumer magazines, corporate image, campaign, color—Swift & Co., Chicago; McCann-Erickson.

3. General consumer magazines, product/service campaign, b&w—Maytag Co., Newton, Ia.; Leo Burnett Co.

4. Industrial and business magazines, corporate image, single ad, color—Armour & Co., Chicago; Foote, Cone & Belding.

5. Farm publications, product/service campaign, color—Morton Salt Co., Chicago; Needham, Louis & Brorby.

6. Industrial and business magazines, corporate image campaign, b&w—Motorola Inc., Chicago; Leo Burnett Co.

7. General consumer magazines, product/service, single ad, color—Kitchens of Sara Lee, Chicago; Cunningham & Walsh.

8. General consumer magazines, product/service, single ad, b&w—Easter Seal Fund Appeal; Leo Burnett Co.

9. Farm publications, product/service, single ad, b&w—Moorman Mfg. Co., Quincy, Ill.; Marsteller, Rickard, Gebhardt & Reed, Chicago.

10. Newspapers, local retail advertising (any size), seasonal promotion—Carson Pirie Scott & Co., Chicago; Creative House Inc., Chicago (placed through Grant, Schwenck & Baker).

11. Industrial and business magazines, product/service campaign, b&w—Rolfs, Los Angeles; Edward H. Weiss & Co., Chicago.

12. Industrial and business magazines, corporate image campaign, color—First National Bank of Chicago; Foote, Cone & Belding. #

Next time you go to a performance of fine concert artists in your community—which will probably be in September or October—you're in for a pleasant surprise.

Its name will be **BRAVO!**

BRAVO! will command a good deal of your attention—and that of the rest of the audience—that evening...and in the days and weeks to follow. For this new magazine is unlike any you have ever seen.

First, there's that business of the highly local and extremely timely program that is part of the **BRAVO!** "package" (could anything be more local, or more timely, than the program for the concert you're about to hear?).

Next, there's **BRAVO!**'s exciting editorial format and content. It's a lively, handsome, knowledgeable collection of the finest original views of the variegated world of the lively arts, the people who make it and the people who love it.

Third, there's this most unusual method of distribution—a magazine placed in your hand, personally, at one of your community's leading cultural (and social) events. You know the people who will be reading it. They're your own neighbors and friends, the kind of people you like to be with. And their number, in similar local gatherings across the country, is more than 700,000!

You might form your own conclusions about the economic power of **BRAVO!**'s audience right there in your own local auditorium. Or you might write us, and ask for more scientific evidence. But in any case, we ask you to think about **BRAVO!**—now—as a new advertising vehicle for the products you make or sell. Your ad—you can tell by just looking around you when you do attend that concert—couldn't be in better hands.

BRAVO PUBLISHING COMPANY, INC.
17 WEST 71st STREET NEW YORK 23, N. Y. SC 4-4390

Magazine of the Lively Arts

This fall, you'll be reading your first copy of

Bravo!

Want some truly expert opinions on which news magazine is "the most important magazine of all"? . . . Here they are:

Newspaper editors vote "U.S.News & World Report" first among news magazines in four important ways

Between February 20 and March 20, editors of all daily newspapers in the U.S. were invited by an independent research organization to rate the weekly news magazines* in terms of the four simple and definitive questions listed below. Of the 2,022 editors polled, 1,495, or 73.9%, replied. Here's what they said:

	Percent of newspaper editors who name "U.S.News & World Report"	Percent of newspaper editors in cities of 50,000 and more who name "U.S. News & World Report"	Percent of newspaper editors in cities of 100,000 and more who name "U.S. News & World Report"
1. "personally read" *"Which of the following magazines do you personally read regularly?"*	56%	67%	69%
2. "most useful" *"Which one of the above news magazines do you find most useful to you in your work?"*	59%	63%	63%
3. "most objective and fair" *"In your appraisal of the news content of these three magazines, which one would you say is the most objective and fair in its handling of the news?"*	62%	62%	58%
4. "best job of objective reporting on the new administration" *"Since the presidential election, which one of these three magazines would you say has done the best job of objective reporting on the new administration and what to expect from it?"*	62%	64%	65%

QUESTION NO. 1 indicates that "U.S.News & World Report" is the year-round favorite magazine for news among those whose *profession* is news, and whose standards would be most critical as to what does and does not constitute important reading. "U.S.News & World Report" publishes more pages of news than any other news magazine.

QUESTION NO. 2 underscores the unique quality of "U.S. News & World Report" as the news magazine that publishes a great deal of *original news*—that is, news found in no other publication, whether it be magazine or newspaper. Obviously, newspaper editors would not be so interested in reading what they already knew or had printed. Nor would they be inclined to reprint exclusive news articles from "U.S.News & World Report" to the extent they do—in newspapers throughout this nation and abroad.

QUESTION NO. 3 emphasizes one of the most fundamental facts about "U.S.News & World Report," namely that *only one page in the entire magazine ever presents editorial opinion of any kind—and that is the last page, which presents the editor's opinion.* The news pages are precisely what they are judged to be—objective reporting and analysis by the staff of editors independent of the editorial views expressed on the final page.

QUESTION NO. 4 is particularly revealing in that the question was asked of newspaper editors when the presidential campaign, the election and the first "new frontier" actions and decisions were very recent or new events. In this highly sensitive area of news, this vote on "the best job of objective reporting" (from all shades of political opinion) is resounding and authentic endorsement, indeed.

The newspaper editors covered in this survey are only one segment of the more than 1,200,000 responsible and opinion-making leaders who buy and read "U.S.News & World Report" each week. These readers include key people in business, industry, government, the professions and in the community. They constitute an all-important market—one that is prompting more and more companies to spearhead their advertising campaigns in "U.S.News & World Report." More and more of them now consider this magazine to be—

. . . the most important magazine of all

U.S.NEWS & WORLD REPORT

Now more than 1,200,000 net paid circulation

*This survey related to "U.S.News & World Report," Time and Newsweek. For a full documented report covering all the details, please contact our advertising sales office at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices: Boston, Philadelphia, Cleveland, Pittsburgh, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington, London.

nothing moves a woman like an idea that's

sensible

Like emphasizing a child's responsibilities rather than his privileges.

"The more you demand," said a famous school master, "the more you get." A refreshing, common sense idea in an age of permissiveness. And this is the theme of a provocative article on children in the May issue of Woman's Day entitled "Don't be afraid to demand." It's typical of the realism Woman's Day consistently applies to all of its service features from food to beauty to home furnishings.

It's the irresistible force that brings over 5 million women out each month to buy Woman's Day. More than 60 million sensible trips a year!

Woman's Day

A FAWCETT PUBLICATION

The force of Realism in the woman's service field

May Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (April)

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
†Commonweal	29.6	35.9	46.4	72.9	12,432	15,078	19,488	30,618
Cue	86.7	88.2	273.3	298.0	37,179	37,823	117,255	127,838
Down Beat	55.6	51.5	221.7	182.8	23,338	21,630	93,114	76,776
‡Grit	28.8	25.7	93.7	100.9	28,833	25,650	93,676	100,899
Life	291.7	341.2	993.4	1,085.1	198,380	231,990	675,511	737,874
Look	148.7	135.7	504.2	485.4	101,096	92,283	342,849	330,079
Newsweek	226.6	284.0	793.0	965.7	94,752	119,280	332,640	405,594
§New Yorker	547.0	597.4	1,576.5	1,740.3	234,630	256,274	676,302	746,592
‡National	547.0	586.2	1,576.5	1,702.9	234,630	251,463	676,302	730,540
‡Sectional	—	40.0	—	132.6	—	17,183	—	56,879
Presbyterian Life	16.5	17.2	54.9	58.5	6,932	7,223	23,108	24,647
The Reporter	45.8	30.9	207.4	143.7	19,277	13,005	87,116	62,747
Saturday Evening Post	241.0	355.8	726.9	989.0	163,869	241,975	494,277	672,515
Saturday Review	93.0	112.9	374.4	415.1	39,066	47,433	157,261	174,326
Sporting News	25.4	31.4	66.6	59.9	27,574	34,121	72,269	65,008
Sports Illustrated	209.8	195.0	558.3	678.4	88,151	81,920	234,565	242,976
Time	251.8	277.7	869.6	1,053.6	105,740	116,641	365,231	442,521
TV Guide	93.5	57.5	342.7	237.2	17,011	10,458	62,365	43,166
U. S. News & World Report	204.2	266.1	773.1	940.6	85,764	111,762	324,702	395,052
Total Group	2,595.7	2,904.1	8,476.1	9,507.1	1,284,024	1,464,546	4,171,729	4,679,228

‡Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent. †Four issues April 1961; five issues April 1960. ‡Five issues April 1961; four issues April 1960.

Women's

	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
†Bride & Home	—	—	225.3	218.7	—	—	142,440	138,254
†Bride's Magazine	—	—	363.3	385.4	—	—	229,587	243,566
Family Circle	53.2	49.0	234.3	257.6	22,823	21,021	100,514	110,510
Good Housekeeping	98.6	124.6	422.1	477.4	42,294	53,439	181,098	204,826
Ladies' Home Journal	69.8	96.4	349.8	417.6	47,455	65,571	237,838	283,978
McCall's	111.0	101.1	458.9	453.8	75,510	68,745	312,075	308,604
‡*Parents' Magazine:								
National Edition	58.6	71.5	301.7	335.8	25,156	30,688	129,491	144,040
Metropolitan New York Edition	62.7	77.2	324.1	365.6	26,901	33,123	139,008	156,821
††Seventeen	141.0	147.8	560.6	583.2	95,857	100,496	381,195	396,573
Woman's Day	39.2	45.4	199.0	216.9	16,825	19,494	85,391	93,060
The Workbasket	18.7	23.9	172.8	204.5	3,692	4,677	33,865	40,083
Total Group	652.8	736.9	3,611.9	4,216.5	356,513	397,254	1,972,502	2,120,315

†Published quarterly in January, April, July and October. *Figures include sectional linage prorated to circulation of regional edition and average decimal for partial runs. ‡No Pacific Mountain edition May 1961, and May 1960. ††May 1961 figures include sectional linage prorated to circulation of regional editions.

General

American Artist	20.8	24.6	118.7	125.4	8,715	10,343	49,872	52,684
American Forests	11.1	17.8	74.4	95.8	4,662	7,476	31,248	40,236
American Legion	12.2	19.8	75.9	78.8	5,108	8,294	31,877	33,096
Argosy	20.6	16.5	103.6	96.2	8,829	7,064	44,506	41,246
Atlantic	32.2	50.9	222.7	226.9	13,552	21,399	93,531	95,335
Cavalier	9.3	17.5	82.7	119.1	4,014	7,496	35,485	51,089
Christian Herald	27.3	30.6	159.4	185.1	11,737	13,145	68,437	79,515
Columbia	7.0	7.5	51.4	53.8	2,927	3,156	21,601	22,633
Coronet	60.0	53.5	249.0	317.0	10,800	9,360	44,820	56,790
Cosmopolitan	25.6	25.5	139.2	122.8	11,010	10,974	59,754	52,683
Ebony	70.5	84.7	321.2	374.6	47,944	57,601	218,456	254,795
Elks Magazine	8.9	11.0	68.6	70.7	3,836	4,951	29,476	30,616
†Esquire	74.8	102.0	324.6	375.8	50,266	68,544	218,131	252,538
Extension	17.1	14.2	80.9	79.9	11,787	9,769	55,635	54,979
Golf	28.5	19.6	102.6	63.5	12,226	8,402	44,023	27,258
Golf Digest	44.0	35.2	143.6	128.6	8,622	6,907	34,257	30,507
Gourmet	30.5	31.9	143.8	154.7	13,082	13,664	61,653	66,356
Grade Teacher	30.4	30.5	206.5	194.3	13,407	13,467	91,059	85,688
Harper's Magazine	35.2	45.1	216.1	219.3	14,786	18,927	90,786	92,107
High Fidelity	41.2	62.1	296.0	324.5	17,304	26,082	124,410	136,290
Holiday	102.3	141.7	497.5	584.8	69,551	96,355	338,277	397,645
Hot Rod	38.1	53.4	172.1	205.7	16,002	22,414	72,296	86,338
Improvement Era	27.2	29.5	115.3	126.1	11,417	12,376	48,414	52,968
Instructor	27.6	27.5	186.3	170.0	18,905	18,770	127,537	116,221
Kiwanis Magazine	8.5	5.3	53.6	39.4	3,590	2,212	22,501	16,555
Lion Magazine	14.5	9.0	57.9	49.6	6,177	3,834	24,622	21,129
Motor Boating	136.8	174.1	753.4	941.1	80,409	102,371	442,970	553,367
Motor Life	14.5	20.4	64.8	80.3	6,076	8,568	27,202	33,740
Motor Trend	19.0	29.9	93.5	121.0	7,994	12,572	39,198	50,834
National Geographic Magazine	52.6	58.9	237.9	277.5	12,484	13,971	56,456	65,921
Playboy	45.2	34.9	169.5	119.3	18,980	14,673	71,181	50,098
Promenade	19.0	20.9	83.5	96.5	8,131	8,956	35,738	41,389
Reader's Digest	79.6	94.2	373.2	363.7	14,487	17,144	67,915	66,199
Redbook	39.4	41.0	217.7	193.0	16,912	17,608	93,413	82,807
Road & Track	43.6	42.4	151.8	160.9	18,312	17,808	63,756	67,578
Rotarian	25.1	7.1	81.5	34.9	10,530	3,000	34,192	14,644
Today's Health	15.1	22.7	95.6	133.2	6,477	9,738	41,012	57,428
Together	8.3	11.2	53.6	50.1	3,561	4,818	22,962	21,542
Town & Country	59.3	93.2	340.8	384.3	37,467	58,878	215,399	243,534
True	36.1	35.9	167.7	146.0	15,493	15,421	71,940	62,673
V. F. W. Magazine	9.1	9.1	51.3	50.1	3,802	3,830	21,527	21,051
*Yachting	150.8	154.0	839.8	829.3	88,670	90,552	493,802	487,628
Total Group	1,578.9	1,816.8	8,039.2	8,563.6	750,041	882,890	3,881,327	4,167,730

†Total represents national advertising plus sectional at a reduced decimal equivalent. *1961 figures include sectional linage prorated to circulation of Western Yachting.

Home

American Home	38.2	53.0	201.0	221.5	24,133	33,471	127,042	139,948
Antiques	60.4	63.0	306.4	321.6	17,757	18,522	90,094	94,551
Better Homes & Gardens	84.3	109.6	343.0	477.0	53,271	69,258	216,801	301,487
Flower & Garden	29.5	39.2	210.6	239.4	12,399	16,460	88,445	100,558
Flower Grower	47.6	51.8	267.9	313.6	20,023	21,768	112,535	131,741
House Beautiful	99.7	139.4	402.8	502.9	62,997	88,081	254,555	317,855
House & Garden	108.5	110.5	372.1	394.5	68,541	69,821	235,140	249,297
†Living for Young Homemakers	85.1	107.1	257.4	339.3	53,789	67,653	162,700	214,464
Popular Gardening	43.5	50.1	276.7	303.2	18,272	21,051	116,211	127,362
Sunset Magazine	155.2	182.1	634.4	711.0	65,201	76,486	266,541	298,699
Total Group	752.0	905.8	3,272.3	3,824.0	396,383	482,571	1,670,064	1,975,962

†1960 cumulative figures include sectional linage prorated to circulation of regional editions.

Fashion

Glamour	116.7	101.0	483.7	476.2	50,077	43,317	207,510	204,295
Harper's Bazaar	92.8	102.2	490.4	478.3	58,756	64,608	309,968	302,316
†Mademoiselle	112.4	89.8	440.4	419.2	48,220	38,534	188,939	179,846
Vogue	102.6	135.8	652.3	771.4	64,839	85,828	412,234	487,540
Total Group	424.5	428.8	2,066.8	2,145.1	221,892	232,287	1,118,651	1,173,997

†Figures include sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV

Dell Modern Group:								
Modern Romances	17.9	27.9	96.1	133.2	7,697	11,831	41,243	56,974
Modern Screen	10.6	20.9	63.5	80.5	4,541	8,947	27,252	34,522
Screen Stories	9.4	17.5	53.8	69.6	4,012	7,503	23,103	29,831
Fawcett Women's Group:								
Motion Picture	10.2	19.5	52.6	70.0	4,368	8,349	22,535	30,041
True Confessions	18.3	25.3	87.9	118.2	7,824	10,865	37,697	50,705
Hillman Romance Group	3.0	4.9	17.1	20.3	1,287	2,132	7,380	8,838
Hillman Women's Group	13.2	16.2	92.4	101.6	5,677	6,978	39,769	43,757
Ideal Women's Group:								
Intimate Story	17.6	19.3	111.3	126.4	7,551	8,260	47,733	54,216
Movie Life	17.7	22.8	106.5	142.2	7,599	9,782	45,704	61,001
†Movie Stars	17.6	22.9	106.4	119.1	7,556	9,859	45,633	51,078
Personal Romances	17.4	19.3	108.7	120.2	7,451	8,279	46,620	51,566
TV Star Parade	16.7	19.1	106.1	115.4	7,155	8,181	45,229	49,507
*Screenland	13.5	7.2	63.7	51.3	5,776	3,094	27,382	22,000
Secrets Romance Group:								
Confidential Confessions	14.0	14.8	92.2	101.6	6,005	6,345	39,572	43,599
Daring Romances	14.0	14.8	92.2	101.6	6,005	6,345	39,572	43,599
Revealing Romances	14.0	14.8	92.2	101.7	6,005	6,345	39,572	43,613
Secrets	14.0	14.8	92.2	101.7	6,005	6,345	39,572	43,613
True Story Women's Group:								
Photoplay	19.9	32.7	82.6	113.6	8,531	14,018	35,421	48,724
True Experience	8.0	11.2	47.4	68.5	3,439	4,800	20,321	29,406
True Love Stories	7.9	11.1	47.0	68.6	3,370	4,741	20,158	29,409
True Romance	8.3	11.3	48.5	67.4	3,553	4,840	20,824	28,914
True Story	43.9	54.0	219.5	258.1	18,814	23,170	94,163	110,720
TV-Radio Mirror	7.0	9.8	37.1	53.2	2,983	4,225	15,921	22,812
Total Group	334.1	432.1	1,917.0	2,304.0	143,204	185,234	822,376	988,445

†Formerly Movie Star TV Close-Ups. *Alternates bi-monthly with Silver Screen.

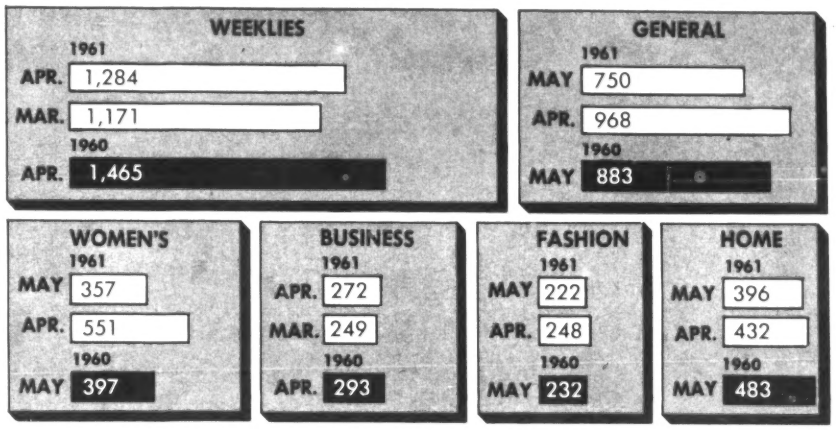
§*Business (May)*

Dun's Review & Modern Industry	56.4	85.7	332.1	404.7	23,697	35,973	139,482	169,963
Fortune	171.0	212.0	732.8	914.0	108,072	133,984	463,098	577,648
Management Methods	54.8	47.3	265.0	277.4	22,995	19,879	111,300	116,516
Nation's Business	55.1	67.8	235.9	291.9	23,139	28,495	99,051	122,589
Total Group	337.3	412.8	1,638.4	1,815.4	177,903	218,331	843,412	956,235

§Because current month linage figures for several publications are not yet available this group is broken into a May and an April section.

Magazine Linage Trend

Figures in Thousands



Business (April)

	Pages				Lines			
	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960	April 1961	April 1960	Jan.-April 1961	Jan.-April 1960
Barron's	90.4	70.5	333.3	312.1	99,284	46,251	218,667	204,743
Business Week	390.3	482.9	1,268.4	1,631.5	163,926	202,818	532,741	685,247
Financial World	47.1	41.8	177.2	181.3	19,809	17,586	74,440	76,185
Forbes	68.9	62.1	229.4	244.0	28,931	26,099	96,335	102,479
Total Group	596.7	657.3	2,008.3	2,368.9	271,950	292,754	922,183	1,068,654

Farm Magazines

	Pages				Lines			
	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960	May 1961	May 1960	Jan.-May 1961	Jan.-May 1960
Farm Journal: (mon)								
‡Central Edition	88.9	83.1	457.5	490.0	38,136	35,660	196,259	210,216
‡Eastern Edition	72.2	70.5	390.7	403.4	30,987	30,228	167,600	173,040
‡Southeastern Edition	52.7	57.0	315.3	332.0	22,621	24,437	135,281	142,421
‡Southwestern Edition	55.1	58.3	322.3	336.2	23,623	25,009	138,288	144,210
‡Western Edition	76.2	75.5	384.2	413.2	32,703	32,374	164,813	177,245
Average 5 Editions	69.0	68.9	374.0	394.9	29,614	29,542	160,448	169,427
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	69.3	80.3	380.4	430.0	47,141	54,568	258,678	292,366
‡Ga.-Ala.-Fla. Edition	73.8	81.7	388.4	427.2	50,154	55,575	264,124	290,503
‡Ky.-Tenn.-W. Va. Edition	68.4	77.6	350.0	392.9	46,527	52,780	237,981	267,178
‡Miss.-La.-Ark. Edition	70.2	76.1	352.4	383.2	47,727	51,750	239,628	260,600
‡Texas Edition	71.5	83.2	347.6	395.2	48,630	56,596	236,379	268,724
Average 5 Editions	70.6	79.8	363.8	405.7	48,036	54,254	247,359	275,874
Successful Farming (mon)	63.3	81.1	382.6	426.5	28,472	36,513	172,156	191,903
Total Group	202.9	229.8	1,120.4	1,227.1	106,122	120,309	579,963	637,204

‡Not included in totals.

Youth

American Girl	20.8	24.3	101.6	117.4	8,911	10,442	43,597	50,364
Boys' Life	35.7	36.2	137.7	147.0	24,303	24,626	93,263	99,983
†Co-ed	21.7	13.5	97.5	73.6	9,095	5,656	41,964	30,898
Scholastic Magazines	43.3	52.3	202.1	246.0	18,185	21,952	84,865	103,301
*Scholastic Roto	11.0	11.6	34.5	45.7	9,632	10,112	30,205	39,920
'Teen Magazine	11.6	16.4	58.7	76.8	4,872	6,888	24,682	32,228
Total Group	144.1	154.3	632.1	706.5	74,998	79,676	318,576	356,694

†No January 1960 issue. *No January 1961 issue; September 1961 issue to be substituted.

Mechanics & Science

Mechanix Illustrated	52.3	59.6	324.9	361.4	11,722	13,354	72,784	80,908
Popular Mechanics	91.1	104.4	513.4	585.5	20,409	23,389	115,006	131,159
Popular Science	76.4	99.2	466.5	531.7	17,107	22,226	104,472	119,090
†Science & Mechanics	44.0	—	281.2	200.7	9,850	—	63,017	44,954
Total Group	263.8	263.2	1,586.0	1,679.3	59,088	58,969	355,279	376,111

†No figures for May 1960; published bi-monthly. Became monthly publication effective with June 1960 issue.

Outdoor & Sport

American Rifleman	46.6	45.4	227.3	230.5	19,977	19,478	97,519	98,895
Field & Stream	79.6	86.3	340.1	372.3	34,138	37,035	145,897	159,720
Fur-Fish-Game	22.6	24.0	118.8	118.0	9,672	10,277	50,952	50,603
Guns	27.7	31.0	108.4	112.9	11,883	13,299	46,546	48,434
Outdoor Life	78.6	82.2	344.3	365.8	33,729	35,261	147,717	156,909
Sports Afield	73.8	73.6	286.1	313.8	31,656	31,589	122,764	134,588
Total Group	328.9	342.5	1,425.0	1,513.3	141,055	146,939	611,395	649,149

(Continued on Page 76)

	Pages May 1961	Pages May 1960	Pages Jan.-May 1961	Pages Jan.-May 1960	Lines May 1961	Lines May 1960	Lines Jan.-May 1961	Lines Jan.-May 1960
Detective & Fiction								
Dell Men's Group	8.2	11.5	52.7	65.6	3,378	4,922	22,441	28,110
Thrilling Group	7.5	6.3	41.2	34.6	1,683	1,403	9,234	7,750
Total Group	15.7	17.8	93.9	100.2	5,061	6,325	31,675	35,860
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
†The American Weekly	16.9	28.8	103.9	135.3	14,395	24,452	88,347	115,047
†Family Weekly	34.0	50.9	201.8	186.2	28,928	43,182	171,631	158,175
†Parade	49.2	62.4	249.3	277.0	41,841	53,041	211,906	235,416
Suburbia Today	19.2	19.8	91.7	84.4	16,302	16,857	77,936	71,708
†This Week Magazine	52.3	93.4	306.1	372.7	44,423	79,417	260,202	316,775
Total Group	171.6	255.3	952.8	1,055.6	145,889	216,949	810,022	897,121

†Four issues May 1961; five issues May 1960.

	Pages April 1961	Pages April 1960	Pages Jan.-April 1961	Pages Jan.-April 1960	Lines April 1961	Lines April 1960	Lines Jan.-April 1961	Lines Jan.-April 1960
Newspaper Sections (II) (April)								
(All other newspaper sections)								
†Chicago Tribune Magazine	209.0	157.7	722.9	625.2	177,642	134,007	614,454	531,450
†New York Times Magazine	392.2	372.2	1,269.0	122.0	333,404	316,409	1,078,556	1,036,808
†Philadelphia Inquirer	124.9	133.7	425.8	495.9	106,164	113,653	361,961	421,603
Total Group	726.1	663.6	1,275.6	1,243.1	617,210	564,069	2,054,971	1,989,861

†Five issues April 1961; four issues April 1960.

	Pages May 1961	Pages May 1960	Pages Jan.-May 1961	Pages Jan.-May 1960	Lines May 1961	Lines May 1960	Lines Jan.-May 1961	Lines Jan.-May 1960
Comics Magazines								
American Comics Group	7.0	7.0	35.0	35.0	2,646	2,646	13,230	13,230
Harvey Comics Group	8.0	8.0	40.0	41.0	3,024	3,024	15,120	15,498
National Comics Group:								
Blue Unit	3.5	3.0	23.0	26.5	1,323	1,134	8,694	10,017
Red Unit	3.0	6.0	21.5	29.0	1,134	2,268	8,127	10,962
Total Group	21.5	24.0	119.5	131.5	8,127	9,072	45,171	49,707
Canadian								
†Canadian Homes	38.2	54.5	136.9	187.5	25,941	37,077	93,075	127,487
Chatelaine:								
Canadian Home Journal	65.6	83.8	323.5	337.3	44,575	57,000	219,997	229,358
‡Revue Moderne	52.8	—	211.5	—	35,906	—	143,803	—
Liberty	24.8	28.5	95.8	109.4	10,639	12,484	41,028	47,200
Maclean's	69.1	101.1	321.8	362.7	47,006	68,714	218,834	246,613
*Le Magazine Maclean	33.8	—	103.1	—	23,006	—	70,133	—
Reader's Digest:								
English Edition	120.8	123.8	450.8	477.8	21,977	22,523	82,037	86,951
French Edition	124.8	130.8	466.3	501.3	22,705	23,797	84,858	91,228
Revue Populaire	16.6	23.0	79.0	117.2	11,645	16,122	55,343	82,087
Sameds	13.4	22.9	53.3	69.6	9,368	16,017	37,311	48,751
=Saturday Night	43.8	66.5	128.1	173.8	18,415	27,930	53,816	72,996
=Time-Canadian	158.2	180.1	495.0	549.8	66,430	75,950	207,900	230,860
Total Group	559.9	568.4	2,242.0	2,162.8	252,768	253,734	1,046,419	959,675

†Formerly Canadian Homes & Gardens. ‡First published October 1960. *First published March 1961. =Not included in totals; as May figures were unavailable when this issue went to press April figures are shown.

	Pages May 1961	Pages May 1960	Pages Jan.-May 1961	Pages Jan.-May 1960	Lines May 1961	Lines May 1960	Lines Jan.-May 1961	Lines Jan.-May 1960
Canadian National Weekend Newspapers (Rotogravure Linage)								
†La Patrie	5.9	40.5	44.2	123.4	5,333	36,414	39,783	111,055
Perspectives	68.1	83.5	341.8	323.1	66,358	81,384	333,269	315,041
La Presse	84.5	87.0	401.9	393.8	76,092	78,344	361,778	354,491
Star Weekly	76.6	103.7	366.8	463.4	67,067	90,759	320,989	405,470
Weekend Magazine	97.4	107.4	444.4	474.1	94,944	104,668	433,299	462,273
Total Group	332.5	422.1	1,599.1	1,777.8	309,794	391,569	1,489,118	1,648,330

†Four issues May 1961; five issues May 1960.

	Pages May 1961	Pages May 1960	Pages Jan.-May 1961	Pages Jan.-May 1960	Lines May 1961	Lines May 1960	Lines Jan.-May 1961	Lines Jan.-May 1960
§Foreign (May)								
†Hablemos	19.4	21.9	71.0	103.2	16,254	18,354	59,598	86,604
Popular Mekanik:								
PM (Danish Edition)	22.0	22.4	94.5	122.1	4,620	4,704	19,845	25,648
PM (Dutch Edition)	15.0	9.6	66.4	53.0	3,150	2,016	13,954	11,134
Mecanique Populaire (French)	31.3	30.0	131.3	129.2	7,011	6,720	29,411	28,935
Populare Mechanik (German)	4.8	5.5	29.6	21.9	1,075	1,232	6,629	4,905
Mecanica Popular (Latin America):								
Brazil (Portuguese)	18.5	22.5	87.9	96.6	4,144	5,040	19,700	21,644
Mexican-Caribbean (Spanish)	22.0	31.5	95.7	127.3	4,928	7,056	21,436	28,518
So. Hemisphere (Spanish)	11.0	13.5	52.8	68.2	2,464	3,024	11,838	15,274
Popular Mekanik (Swedish)	12.0	13.3	46.9	59.7	2,520	2,800	9,840	12,544
Total Group	156.0	170.2	676.1	781.2	46,166	50,946	192,251	235,206

§Because current month linage figures for several publications are not yet available this group is broken into a May and an April section. †Four issues May 1961; five issues May 1960.

	Pages April 1961	Pages April 1960	Pages Jan.-April 1961	Pages Jan.-April 1960	Lines April 1961	Lines April 1960	Lines Jan.-April 1961	Lines Jan.-April 1960
Foreign (April)								
Life International	78.0	81.0	293.2	315.0	53,040	55,080	199,140	214,200
Life En Espanol	36.6	41.4	148.3	169.7	24,990	28,220	100,895	115,515
Mexican Edition	49.6	58.2	187.3	224.3	33,830	39,610	127,415	152,575
Caribbean Edition	56.0	62.6	217.3	250.1	38,080	42,670	147,815	170,085
Newsweek:								
Pacific Edition	176.8	169.7	404.1	436.8	74,235	71,257	169,713	183,435
European Edition	85.8	82.3	306.6	291.9	36,049	34,579	128,863	122,602
Reader's Digest:								
Arabic	37.0	43.0	124.5	150.5	6,734	7,052	22,659	24,682
Arentine	47.0	42.0	183.5	154.0	8,554	7,644	33,397	24,028
Australian	64.5	79.3	216.3	243.3	11,739	14,424	39,358	44,272
Austrian	66.0	70.0	230.0	227.0	11,682	12,740	40,710	41,314
Belgian	67.0	64.0	207.0	185.5	12,529	11,200	38,709	32,463
Brazilian	74.0	71.0	272.5	252.5	13,468	12,425	49,595	44,188
British	80.0	95.5	268.5	310.5	14,880	17,763	49,941	57,753
Caribbean	46.0	78.5	166.0	244.5	8,372	14,287	30,212	44,499
Chilean	26.0	—	82.0	—	4,732	—	14,924	—
Danish	52.5	56.0	122.3	151.8	9,555	9,520	22,250	25,798
Dutch	94.0	74.5	262.5	243.0	17,108	13,559	47,775	44,226
Finnish	28.0	34.0	92.0	94.0	5,096	6,324	16,744	17,484
French	155.0	143.5	415.5	428.0	28,985	25,113	77,699	74,900
French-Swiss	46.0	37.0	142.0	99.0	8,602	6,475	26,554	17,325
German	136.0	134.0	436.0	420.0	24,072	24,388	77,172	76,440
German-Swiss	50.0	42.5	146.3	126.0	9,100	7,735	26,632	22,932
Iberian	107.0	76.0	327.0	256.0	19,153	13,832	58,533	46,592
Indian	50.0	52.0	210.0	181.0	9,300	9,464	39,060	32,942
Italian	121.0	102.0	314.5	262.5	22,022	17,544	57,239	45,150
Japanese	44.0	46.0	133.5	143.5	7,568	7,728	22,962	24,108
Mexican	39.0	38.0	152.5	163.0	7,098	6,916	27,755	29,666
New Zealand	36.5	34.5	141.5	122.0	6,643	6,279	25,753	22,204
Norwegian	53.5	53.5	198.5	164.0	9,202	9,095	34,142	27,880
Overseas Military	41.0	40.0	152.0	148.0	7,462	7,280	27,664	26,936
South African	72.5	73.5	247.0	294.5	13,485	13,157	45,942	52,716
Southern Hemisphere	15.0	17.5	72.5	79.0	2,730	3,185	13,195	14,378
Swedish	74.5	78.0	258.5	214.5	13,857	14,508	48,081	39,897
Time International:								
Time-Atlantic	109.9	126.2	440.7	498.1	46,095	52,990	185,045	209,545
Time-Latin American	79.8	98.1	298.4	360.5	33,460	41,545	125,300	151,375
*Time-Pacific	—	131.0	—	392.7	—	55,020	—	164,885
Time-Asia	125.6	—	369.6	—	52,710	—	155,190	—
Time-South Pacific	75.2	—	244.2	—	31,570	—	102,550	—
Vision:								
†Visao (Portuguese Edition)	132.7	164.0	469.7	505.7	55,720	68,880	197,260	212,380
Mexican Edition	105.3	98.7	356.5	360.2	44,240	41,440	149,730	151,270
Spanish Edition	88.0	73.3	296.2	290.0	36,960	30,800	124,390	121,800
Total Group	2,922.3	2,862.3	9,606.5	9,452.6	874,707	861,728	2,927,963	2,924,440

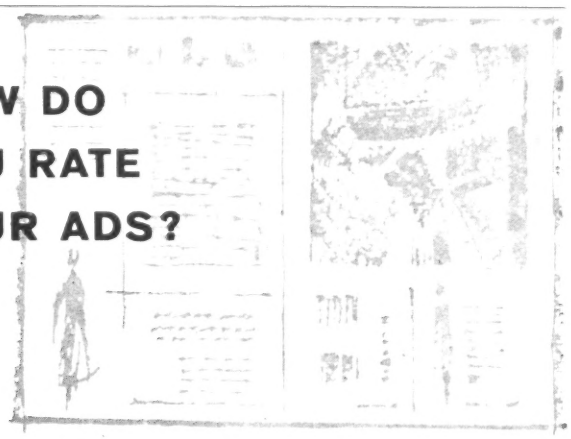
*Time's Pacific edition was split into two editions—Time-Asia and Time-South Pacific—as of January 1961. †Four issues April 1961; five issues April 1960.

TvAR Adds Office; Names 5

Television Advertising Representatives, New York, station representative arm of Westinghouse Broadcasting Co., has appointed Robert M. McGredy, formerly national tv sales manager of Westinghouse Broadcasting, general sales manager, succeeding Jack Mohler, who resigned. TvAR is opening an Atlanta office, its sixth branch, this month. James Thrash, formerly Atlanta manager of CBS Films, has been named manager of the new office. Marvin L. Shapiro, formerly with Harrington, Righter & Parsons, and Jack F. Beauchamp, formerly with Katz Agency, have been named account executives in New York, and Robert P. Schroeder, previously with CBS-TV sales, has been named an account executive in Chicago.

Publishers!
SYNDICATED PUBLICATIONS OUR PRINTING SPECIALTY
. . . has been since 1898!
If you require Syndicated Publications, brochures or similar mailing pieces with name, address—and ads imprinted—call George Rosenberg, Canal 6-6782 or write
Publication Printers
295 Lafayette St., New York 12, N.Y.

HOW DO YOU RATE YOUR ADS?



ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement
THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street
Send today for descriptive material and free catalog.

Florida Adclubs Elect Officers

Six of ten Florida advertising clubs have elected new presidents. They are Charles H. Whitebrook, of Bishopric/Green/Fielden, Advertising Club of Greater Miami; Edward L. Cole, Food Machinery & Chemical Co., Advertising Club of Lakeland; Harold M. Canning, *St. Petersburg Times*, St. Petersburg Suncoast Advertising Club; V. L. Howe, Advertising Club of Orlando; Henry M. Allen, WINQ, Tampa Advertising Club; and E. M. Mathews, Advertising Club of Jacksonville.

Ostermoor Names Williams

Ostermoor & Co., Bridgeport, Conn., and Chicago, manufacturer of mattresses and box springs, has appointed William R. Williams Inc., Chicago, to handle its radio and trade advertising. George T. Metcalf Co., Providence, R. I., formerly handled the trade advertising and continues to handle Ostermoor's consumer advertising. The company has not used radio advertising in the past.

Dworkin Retires at Macfadden

Meyer Dworkin, treasurer of Macfadden Publications, has announced his retirement after 42 years with the company. Mr. Dworkin, who began his career as a temporary employe, has been with Macfadden longer than any other person.

Industrial Editors Hit IRS 'Tax Reprisals'

A resolution protesting penalties via "tax reprisals" by the Internal Revenue Service on advertising devoted to public interest messages had been adopted unanimously by the conference of the American Assn. of Industrial Editors meeting in Boston. The editors gave support to two bills introduced in Congress "to correct" an Internal Revenue interpretation of the tax laws.

"Advertising devoted to public service messages and discussing public issues," they said, "is essential to our kind of society, and such discussion is penalized in terms of tax reprisals" under the interpretation of tax laws made by the Internal Revenue Service.

S&H Slates Big Catalog

Sperry & Hutchinson Co., New York, plans to distribute at least 32,000,000 copies of its 1961 S&H green stamp catalog this spring. The catalog contains 132 pages and shows most of S&H's 1,700-item line.

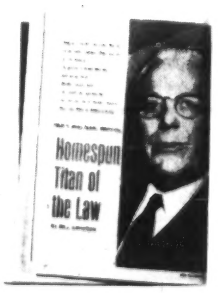
5¢ Switchboard Gadget
for holding busy lines and while people are paged.
P B X Busy Tags
Invented by a board operator for notation when holding a busy line. Used from Coast to Coast. Reusable many times. Tell your operator about this. **Send for free sample.**
Busy Tags, Kentfield, Calif.
P B X Busy Tags.
$5.00 a hundred postpaid.
Check with order.

DUHAMEL STATIONS
deliver more
OF THE LAND OF INFINITE VARIETY
and the FASTEST GROWING CITY in the North Central Region

©1961 Fawcett Publications, Inc.

"He's the greatest humanitarian since Lincoln!" "He's a wild-eyed dupe of the Reds!" These are the kind of violent opinions aroused by Earl Warren, Chief Justice of the Supreme Court. TRUE'S multifaceted portrait reveals the emotional storm which thunders about the head of our foremost jurist.

Controversy like this is food and drink to the 7,000,000 men who read TRUE every month. This largest all-male audience of any magazine in the world looks to TRUE for a dynamic editorial presentation of CURRENT EVENTS, ACHIEVEMENT, AMERICAN HISTORY, as well as, of course, ADVENTURE, SPORTS, GOOD LIVING



...the whole wide and varied gamut of masculine interest.

The verdict of this jury of 7,000,000 alert, eager and able-to-buy men is proving very agreeable to advertisers putting the case for their products in the pages of TRUE. Why not join them?

A FAWCETT PUBLICATION

TRUE

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE

Canyock Adds 4 Accounts

Robert A. Canyock Advertising, Orange, Conn., has been named to handle advertising and pr for Harco Laboratories, New Haven; Edal Industries, East Haven; Usher Aviation, New Haven; and Manger Electric Co., Stamford.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

General Dynamics Cuts Institutional 'for Time Being'

NEW YORK, May 16—General Dynamics Corp., which blossomed last year as a major institutional advertiser, has decided to put cash conservation ahead of corporate image-making.

As a result, the corporation's institutional advertising has been scrapped "for the time being." Homer H. Evans Jr., ad director, this week confirmed previous reports that advertising is now "pretty much" confined to product selling (AA, April 24).

The cutback would amount to an estimated $1,000,000 if continued in full force through the calendar year. However, Mr. Evans pointed out that the corporation has a "flexible" operation that could bring about a change well before the end of the year.

■ General Dynamics, the nation's No. 1 weapon maker (among its divisions are Convair, Electric Boat and Stromberg-Carlson), does about 75% of its $1.5 billion volume with the U.S. government. In 1960, it registered a whopping loss of $27,000,000.

The corporation returned to black ink in the first 1961 quarter and the advertising department is hopeful that finances will improve enough to allow resumption of the institutional campaign before the end of the year. Also hopeful is D'Arcy Advertising, which reported that it has two campaigns already prepared, just waiting for the brake to be taken off.

General Dynamics, a corporation put together in the postwar period by a series of mergers and acquisitions, greatly expanded its institutional advertising in 1960 with a series of four-color spreads in 19 magazines, 13 of them circulating outside the U.S. This campaign won for Frank Pace Jr., board chairman of General Dynamics, an award from the Art Directors Club of New York.

■ Publishers Information Bureau figures show that in 1960 the corporation spent $520,000 on "Convair general promotion" and $560,000 on "General Dynamics general promotion."

Not affected by the cutback is the corporate schedule in *Scientific American*. General Dynamics has had the back cover of this book for the past four years on a 12-time non-cancelable basis.

While corporate advertising per se has been stopped, the modern design techniques used in this program have been retained so that even the General Dynamics product ads now have a corporate flavor. ≠

TWO HEADS, ONE THOUGHT—*An airline and an airplane manufacturer are using look-alike ads in their promotions this spring and summer. The four-color perforated spread for Qantas Empire Airlines (via Cunningham & Walsh) features 24 individual travel stickers showing Qantas stops. The reader can remove them and stick them on baggage with his own glue. The ad appears in the June Holiday. Boeing Co.'s look-alike four-color spread appearing in magazines during May and June features reproductions of travel posters of 22 of its airline customers. Fletcher Richards, Calkins & Holden is the Boeing agency.*

WHERE'S FARGO?

HERE!

Right across the river from Moorhead, naturally . . . and Fargo-Moorhead is the hub of the

LARGEST MARKET *between* SPOKANE *and* MINNEAPOLIS!

This market — 21 counties in North Dakota and western Minnesota — contains over 300,000 people who spend over *$400 million* annually in retail stores.* Over 3 out of 5 (64%) of these families are Fargo Forum readers, while no Minneapolis daily reaches more than 1 out of 10. And in the Fargo-Moorhead new Standard Metropolitan Area, Forum coverage is 99%, compared to 8% for any Minneapolis daily.

It's time you, too, found Fargo. We're short on Indians, but long on wampum. And our natives use it every day to buy what you sell them with advertising in The Fargo Forum.

**The Fargo-Moorhead Metro Area is 1st in the U.S. in retail sales per household.*

THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

MORE THAN **33** HOURS of **LOCAL** programming **EACH WEEK**

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pat Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Letters Are Most Successful Form of Direct Mail: Buckley

NEW YORK, May 16—Letters constitute the form of direct mail "most likely to succeed" in getting tangible results, Earle A. Buckley, president of Buckley Organization, Philadelphia, believes.

That's why he has written "How to Increase Sales with Letters," a new direct mail book stressing letters, published by McGraw-Hill Book Co. (182 pages, $5).

Mr. Buckley dissects the "anatomies" of a sale, a prospect and a letter and covers, among other types, letters designed to get leads and appointments for salesmen and those used for followup and preselling.

In the chapter on lists, Mr. Buckley discusses more than 100 general and specialized business and professional directories. He also gives his answers to frequently asked questions about sales letters and offers hints on the proper handling of inquiries. ≠

Penton to Launch International Edition of 'Steel' in January

Penton Publishing Co., Cleveland, will launch an international monthly edition of *Steel* in January, 1962. It will be distributed to metalworking companies in western Europe, Japan, Australia, India, Africa, Central and South America. Information on rates and circulation will not be available until July.

New Canadian Quarterly Bows

The first issue of *Canadian Nuclear Technology*, a new quarterly publication to be published by Maclean-Hunter Publishing Co., Toronto, will appear in June, 1961. The one-time b&w page rate is $350.

Something Missing

...like California
without the Billion Dollar Valley of the Bees

- Actually, total effective buying income of more than 4 billion, greater than each of 26 states.
- Twenty-seven prosperous counties which together form California's third great market

Here is a huge California inland market separate from all others. A market which can only be covered in print with its own local area newspapers: The Sacramento, Fresno and Modesto Bees. Here people read The Bees for local buying ideas. You'll like the sales figures.

Data Source: Sales Management's 1961 Copyrighted Survey

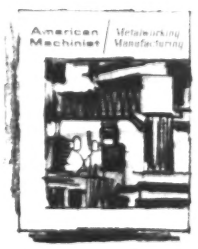
McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: The Bees give national advertisers discounts on bulk . . . frequency . . . or standard pages. Check O'Mara & Ormsbee for details.

CHECK READER BY

MANUFACTURI MEN AND YOU'LL FIND THIS



IS METALWORKIN MOST POWERF SELLING TOOL

SHIP

NG

G'S

UL

If you sell to metalworking, ask your customers to tell you which business publications they find most useful in their work—then advertise there. Twenty-five companies conducted such surveys on their own during the last 10 years—and American Machinist/Metalworking Manufacturing was consistently the winner . . . hands down!

Reason? AM/MM is the technical publication of metalworking—and metalworking is a highly technical industry.

AM/MM concentrates on how-to articles, case histories and *working* information on the often highly complex methods and procedures involved in manufacturing things from metal more efficiently, more profitably. In short, it's a 26-times-a-year work book. If metalworking is your market, it will work for you.

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP ABC

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

NATIONAL DISTRIBUTION

DOANE'S

MAINLY CLASS I FARMERS and RANCHERS

BUSINESS MAGAZINE FOR AMERICAN AGRICULTURE

First Issue—August 15

WITH AMERICA'S MOST SOUGHT AFTER AGRICULTURAL CIRCULATION

49,700 CIRCULATION

MAKE YOUR SPACE RESERVATIONS NOW
FOR THE FIRST ISSUE—CLOSES JULY 15

Published by
Doane Agricultural Service, Inc., 5144 Delmar Blvd., St. Louis 8, Mo.

Webster Names Weinberg

Webster International Imports, Los Angeles, has appointed Milton Weinberg Advertising Co., Los Angeles, to handle advertising in the western states for Macnish V.L. scotch. Webster is running the most concentrated ad campaign since introduction of the brands in Los Angeles a few years ago. Two-color 1,000-line ads plus multiple weekly insertions of 180-line ads will appear in the *Los Angeles Times*, *Herald-Express* and *Examiner* during May and June. Ads will also appear in the Pacific Coast and southwestern editions of the *Wall Street Journal* and *Playgoer*.

Magnes, O'Connor to Gamble

William D. Magnes, formerly copy chief of Larrabee Associates, Washington, has been named creative director of Robert M. Gamble Jr. Inc., Washington. Jean O'Connor, formerly with Larrabee Associates, has joined the Gamble agency as media director.

Coming Conventions

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 7-8. Sixth annual Circulation Seminar for Business Publications, Pick Congress Hotel, Chicago.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

June 11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

June 25-28. Annual sales promotion convention, National Retail Merchants Assn., Mount Washington Hotel, Bretton Woods, N.H.

June 25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Aug. 1-4. Fourth annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Sept. 8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

Sept. 11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

Sept. 20-22. International Advertising Assn., European Conference, Madrid.

Sept. 21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

Sept. 30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Oct. 28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

Nov. 2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

Nov. 6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

Nov. 7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

Nov. 15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Kincaid, Dooher Join Meredith

Jack Kincaid and Miles Dooher have joined the western advertising sales staff of Meredith Publishing Co., Des Moines. Mr. Kincaid, formerly with the *Los Angeles Examiner* and Kenyon & Eckhardt, will sell advertising in the Los Angeles area for *Better Homes & Gardens*, *Successful Farming* and *Better Homes & Gardens Ideas Annuals*. Mr. Dooher, formerly with *Parents' Magazine* and *Progressive Farmer*, will sell space in the San Francisco area for the *Better Homes & Gardens* regional editions and the *Ideas Annuals*.

Bencsics Named VP

Jones & Taylor, South Bend, has promoted John J. Bencsics to art director, vp and a member of the plans board.

CASE STUDY IN PRINTING THAT PAYS

Sales booklet pays profits for 28 years, and still pulls as well as ever

Donnelley's has been reprinting for more than a quarter of a century a selling booklet in which our customer has never changed a word without first consulting a member of our Creative Staff. (And reprints are mighty economical, as compared with a completely new job every time supply runs out!)

This booklet rolled up a record for the depression year, 1933, equal to that of the banner year, 1929.

This booklet has accounted for 85 per cent of all sales ever since, through good times and bad. From where we sit, it looks good for another quarter-century.

The moderately added exertion and added cost of good printing (as compared with "low bid" printing) is far and away the best part of the bargain.

This kind of printing is what our Company—with its notorious addiction to Quality—aims at constantly. The case cited above was a very small job as printing jobs go. But it has meant sustained prosperity to our customer, and he (like all other small and medium-size buyers) gets the best we've got. And he always will.

What job do you have that might be converted from mediocre success to a big profit-maker? Regardless of its size, we should be glad to talk it over with you. No obligation. Simply drop us a line or telephone us.

By all means, get in touch with us today!

THE LAKESIDE PRESS

R. R. Donnelley & Sons Company

350 East Twenty-second Street, Chicago 16
Telephone: CAlumet 5-2121

SALES OFFICES ALSO AT 220 East 42nd Street, New York 17, YUkon 6-1144; and 3460 Wilshire Boulevard, Los Angeles 5, DUnkirk 5-2946.

SALES OFFICE OF DONNELLEY PRINTING COMPANY (*a wholly-owned subsidiary of R. R. Donnelley & Sons Company*)
109 West Chestnut Street, Lancaster, Pennsylvania, EXpress 3-5661.

THE $7.8 BILLION/YEAR

itch

Inadequate depreciation practices are building up a junk pile in industry at the alarming rate of $7.8 billion a year. The tax depreciation itch is rapidly becoming a rash . . . more and more tired equipment, higher and higher costs and "Where are the profits?"

But have you noticed that management men in the Chemical Process Industries are beginning to perk up? Haven't some of them mentioned there's new hope for reform . . . perhaps, even cited the Special Depreciation Report by CHEMICAL WEEK? If you haven't talked to CPI-Management lately, listen to CW's editors . . .

"Before the 87th Congress goes home this year, it's likely that U.S. industry at long last will get: (1) new tax benefits to spur investment in new plants and equipment; or (2) long advocated further liberalization of depreciation allowances. A combination of both is a distinct possibility and a cheerful prospect for the profit-pinched CPI."

It means as much to you as it does to CW's readers. So why not get a reprint or go back to the March 25th issue and read it. From the task force journalism of this exclusive "Depreciation Report" to the news as it breaks any place, any time in the chemical world . . . it will show you how CHEMICAL WEEK, uniquely, serves CPI-Management in all functions and on all fronts, and always in balance with its needs. If you want to show management men that you, too, understand their problems, and have possible solutions . . . put yourself on record in *their* magazine.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

Merchandising Ideas

Goodrich Plugs Good Business

• Nearly 100,000 men and women across the nation are wearing large lapel buttons that proclaim "Business Is Good! As good as I make it," as part of a two-month campaign by B. F. Goodrich Co. to help the nation's economy recover at a faster rate. Goodrich has supplied the buttons to its employes and

CONFIDENT LOOK—*Marilyn Ward, a B. F. Goodrich secretary, dramatizes the company's "Business Is Good" slogan.*

associates in various businesses ranging from truck tires to baby pants. J. W. Keener, Goodrich president, said the pins are designed to "promote positive thinking and positive actions that must exist in order to bring any early end to the recession." Among other things, the campaign already has brought about one of the largest industrial orders in the label button business.

AMF Booklets Boost TV Spots

• When American Machine & Foundry Co. produced a series of commercials for the "Tomorrow" series on CBS-TV, the problem arose of finding a method of keeping these commercial messages alive in the minds of the company's various publics. At the same time, it was important for AMF to merchandise the fact that it was sponsoring this educational series on tv and that AMF was associated in the project with the Massachusetts Institute of Technology. AMF found the answer in the tv storyboard. Victor Ancona, AMF supervisor of advertising services, adapted the idea to the completed commercials and produced a series of five booklets, each covering the same general ground as one of the two-minute AMF commercials used on the "Tomorrow" show.

All of the booklet covers are identical in design and title, "As Seen on Tomorrow," but a different color is used for each. The booklets are being distributed through reception rooms in the company's headquarters and other facilities. Each company division is distributing a supply to employes, community leaders, salesmen and customers.

STORYBOARDS—*The covers of American Machine & Foundry Co.'s "As Seen on Tomorrow" booklets carry the same design theme as the tv program's opening billboard.*

Bob & Ray Sell Insurance

• Mutual of Omaha sent a "sneak preview" of one of its three new animated tv commercials to branch offices and agents across the country to merchandise the new commercials, two of which were seen for the first time May 7 on "Chet Huntley Reporting" on NBC-TV. Featuring the voices of Bob and Ray, each commercial tells a whimsically humorous story about a Mutual of Omaha representative receiving a good neighbor award for outstanding service to a policy owner. The "sneak preview" is a folder with storyboard pages and a recording of one commercial about a housewife visiting her husband, son and daughter in Gentle Hospital, and Mr. Seeley, the Mutual of Omaha man, who is rewarded for his prompt service with a plaque that has his name misspelled. A message on the folder suggests the Mutual of Omaha representative order the entire series at $7.50 each for co-op advertising use in his area.

The other commercials tell about a farmer whose hog crop is saved in the nick of time by a Mutual of Omaha man, and about a tree trimmer who catches Dutch Elm Blight and is saved by a Mutual of Omaha man. The commercials were produced through Bozell & Jacobs, Omaha, by Goulding, Elliot, Graham Productions, New York.

Republic Sends Canned Release

• To merchandise an ad featuring vacuum metal steels, Republic Steel Corp. is sending a reprint sealed in a coffee can to key missile and aircraft personnel. The coffee can label reads: "Alert! Contains simulated moon atmosphere. Listen for the hiss as you open the can." Actually the reprint of a four-color spread appearing in *Newsweek* May 22, *U.S. News & World Report* May 29 and *Time* June 2 is in a plastic bag on top of the coffee. The reprint also contains the message: "We packed this ad proof in a vacuum can to suggest (1) low pressure moon atmosphere and (2) Republic vacuum Melt steels . . . The Post Office wouldn't permit us to mail the ad in an empty vacuum can, and it seemed pointless to just fill the can with sand—so enjoy the coffee, compliments of the U.S. postal regulations."

Meldrum & Fewsmith is the agency for Republic. The merchandising piece was created by John Hodges of the agency's sales promotion department.

Straubel Ties in with Pepsi

• Straubel Paper Co., Green Bay, Wis., maker of Picnic Time paper tablecloths, is tying in with Pepsi-Cola General Bottlers, Chicago, in a "Picnic Time with Pepsi" outdoor living promotion scheduled to break in Chicago just before Memorial Day. During the promotion, to run through the summer, every Pepsi six-pack will feature a display card announcing the 10c off coupon for Pepsi-Cola packaged with every large-size Picnic Time tablecloths. Each package of two paper tablecloths also contains eight adhesive corner tabs. Large-space color roto ads in the *Chicago Daily News*, plus radio and tv spots will run from Memorial Day through July 4. Grocers will be offered special point of purchase materials. Don Kemper Co. is the Straubel agency.

PICNIC TIME—*Straubel Paper Co. is urging grocers to use displays like this to back its Picnic Time with Pepsi promotion.*

Preen Urges Floor Care

• A. S. Harrison Co., South Norwalk, Conn., maker of Preen floor waxes, was faced with the problem of trying to obtain free distribution of a new booklet, "The Art of Caring for Wood Floors." The company designed an attention-getting collar for the Preen can and attached the collar to the booklet. Brooks & Porter, New York, made the collar; G. W. Danneman, New York, printed the booklet. Both were then assembled at a perforated seam at the back, making for easy detachment of the booklet from the collar, which announced that the free booklet was attached to the can.

Massey Contest Uses Big Ad

• As a highlight of Massey-Ferguson's spring advertising campaign, one of the longest pieces of continuous orignal art for an ad has been adapted for use in a coloring contest for youngsters. Open to children 6 to 12, the Massey-Ferguson-*Successful Farming*-sponsored contest offers more than 200 prizes for identifying the equipment and coloring the b&w reproduction of the ad, a six-page four-color Bruce Bomberger drawing that illustrates 24 different pieces of M-F farm equipment and implements. Some 100 people are included in the layout. The ad is one in a series prepared by Needham, Louis & Brorby.

The big ad has appeared in *Farm Journal*, *Progressive Farmer* and *Successful Farming*, as an insert in *Western Farm Equipment* and in *Country Guide* and *Family Herald*, Canadian publications. Contest entry blanks are available from Massey-Ferguson dealers.

CRUSH PINS—*Crush International is giving one of six different Crush pins with each carton of Orange Crush in a promotion to the "'tween-teen" set continuing through May. The girl is wearing a pin that says "Have a Crush on Me." Other buttons say: "Be My First Crush," "You're My Secret Crush," "Hug Me, Crush Me," "I've Got a Crush on You" and "You're So Crushable." Ads in newspapers, Sunday comics, radio and tv are supporting the promotion.*

Skunk News in Bab-O Can

• B. T. Babbitt put its manufacturing machinery to an unexpected use when its assembly line packaged a press release along with a sample product in the container of another product. Some 700 outdoor and pet editors received a new release on skunks based on a survey of their experiences with the woodland creatures as reported to Babbitt. The editors also received an "anti-skunk gun" in the form of an aerosol spray can of Babbitt's room deodorant, Air-Gene. Both the release and the Air-Gene were enclosed in a sealed, giant-sized unlabeled can of the company's Bab-O. Robert J. Neyen, assistant sales promotion manager, evolved the mechanics of the mailing.

Soft Sponge Sells Ivalon

• To get its new Ivalon Sta-Soft sponge off to a good start with grocery and other chain store buying committees, Simoniz Co., Chicago, developed a special "leave-behind" sample. The "silent salesman" provides the store buying committee with a sample of the packaged product, a rundown of the sponge's features, a summary of the introductory program, an explanation of the profit structure, plus a specific recommendation for the first order from each customer. All this is contained in a compact 4¼x6½x1¾" package.

SIMONIZ SALESMAN—*Simoniz Co. is using this compact merchandising package to sell its Ivalon Sta-Soft sponge to chain stores.*

Since the principal feature of the new sponge is that it dries soft, Simoniz suggests that a member of the buying committee wet one sponge prior to the presentation to the committee and ask other committee members to compare the two—one which has dried soft and the other which never has been dampened.

Farmer Finds Old Bank Card

• A card set adrift via a helium-filled balloon nine years ago has been found 110 miles away in a pasture. The plastic-covered card was one of 100 entitling the finder to from $1 to $10 released in balloons at the opening of a new office of the Citizens & Southern National Bank, Atlanta, in 1952. Melvin G. Raley, Gibson, Rt. 1, said the card was found on his farm, but that "age and weather conditions had completely destroyed the balloon." Gibson, located in Glascock County, is about 35 miles southwest of Augusta and 110 miles from Atlanta—as the balloon flies. The card returned by Mr. Raley was good for $1, but bank officials felt that after nine years it should be worth more. A check for $25 was sent to Mr. Raley—not by balloon.

Booklet Probes Mushroom

• "The Farm Beneath the Hill," the biography of a Moonlight mushroom, has been published as a promotion piece by Butler County Mushroom Farm, West Winfield, Pa. The 11 x 14" booklet contains the picture story of how the farm's Moonlight mushrooms are grown in an old limestone mine. Forceful photographs trace the mushrooms from the test tube to the kitchen. Lando Advertising Agency, Pittsburgh, agency for Butler County Mushroom Farm, produced the book. ≡

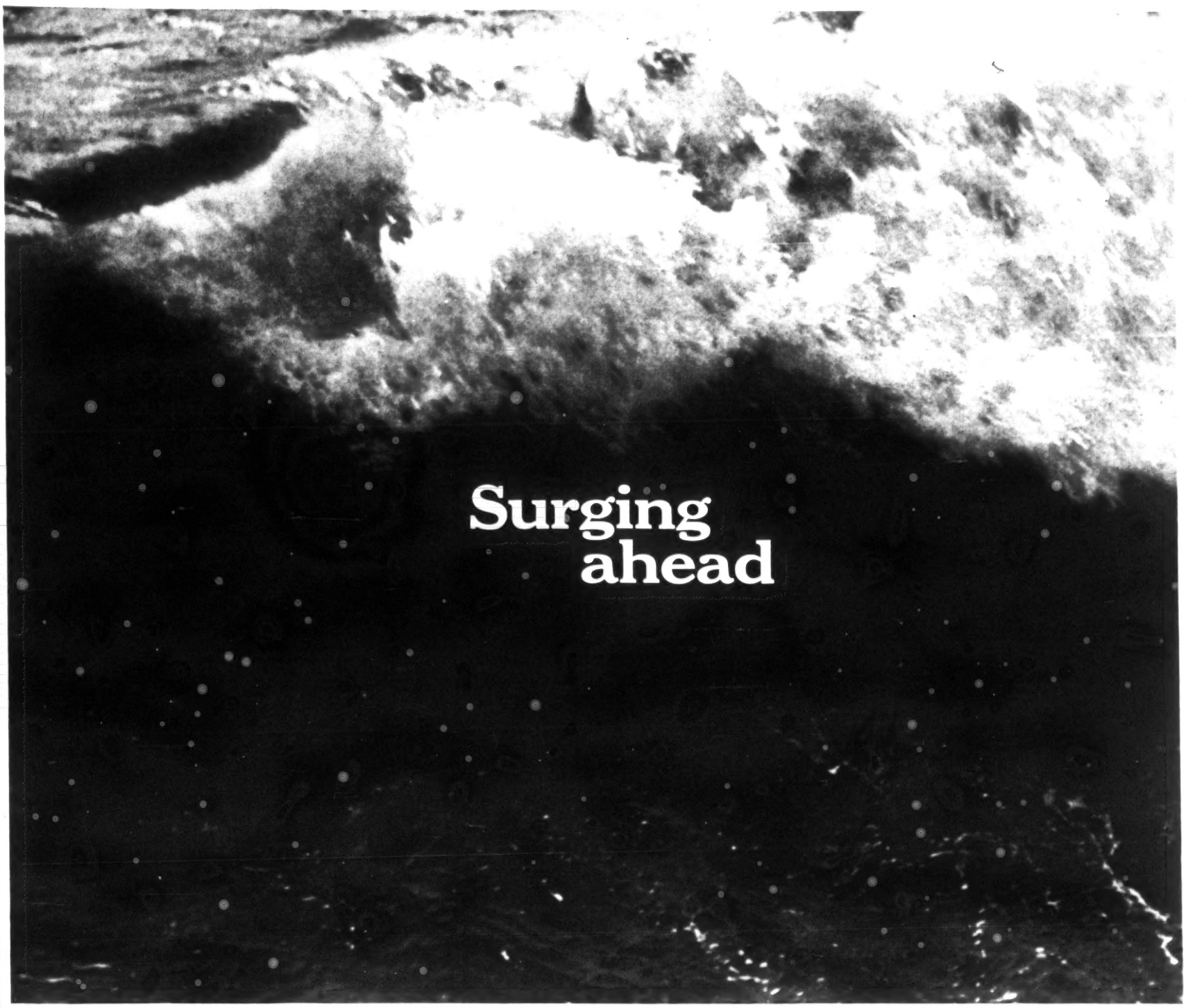
MUSHROOM MINER—*This "miner," featured in a promotional book of Butler County Mushroom Farm, probably doesn't know bituminous from anthracite. But the miner's cap and headlamp are tools of her trade.*

Leon Adds LePage's, Fuller

S. R. Leon Co., New York, has been named to handle advertising for Fuller Tool Co., New York, maker of screwdrivers and hand tools, and for LePage's Inc., subsidiary of Papercraft Corp., Pittsburgh, which makes adhesives and tapes. Leon also handles Papercraft, which acquired LePage's from Johnson & Johnson some time ago. When LePage's was a Johnson & Johnson division, it was handled by Young & Rubicam. Leon also has been named agency for New York Girl Coat Co., which formerly placed direct. Harold Marshall Advertising Co. formerly handled Fuller Tool.

Franklin Foods to Y&R

Franklin Foods Inc., Ann Arbor, manufacturer of a line of processed nuts, has assigned its account to Young & Rubicam, New York. The company was purchased late last year by American Home Foods division of American Home Products. Y&R has been the agency for the AHF Chef Boy-Ar-Dee products since 1947. Franklin had no previous agency.



...the wave of the future in mass communications

Ten weeks ago, Macfadden Publications—long a respected name in magazine publishing—combined its interests with Bartell Broadcasting Corporation, operator of a chain of outstanding U. S. radio stations and foreign TV stations.

From the union of these two forces has come a wave of action and accomplishment that continues, daily, to gain momentum and dimension.

On March 30, Macfadden acquired a large portion of Teleglobe Pay-TV Systems. A test of this system, considered the finest of its kind, will be held in an area to be selected.

On April 18, Macfadden acquired from Hillman Publications "Pageant" magazine and Hillman Paperback Books, whose titles include "Conscience of a Conservative" and "Born Free."

As a preliminary to accepting advertising, "Pageant" is being A.B.C.-audited. Guaranteed circulation is 500,000—98.4% newsstand sales. By the end of 1961, a 250,000 circulation increase is contemplated.

On April 25, Macfadden acquired a major interest in Process Lithographers, a leading printing firm. This acquisition will expand printing facilities, increase printing efficiency and reduce printing costs.

Purchase of other properties is being explored. Macfadden and Bartell are examining, particularly, the fields of motion pictures, radio and electronic communications.

Big doings at Macfadden magazines

Coincident with these acquisitions, Macfadden launched an all-out drive to expand the audience of the Macfadden publications. Editors are now refurbishing editorial content to create new reader excitement and approval. Aggressive circulation promotion is going on.

Already, a new ground-swell of acceptance for Macfadden magazines has been noted among Macfadden's circulators. Substantial circulation increases, immediate and long-term, are indicated.

Behind all these accomplishments

Macfadden's expansion program is founded on one widely unrecognized, yet now fully documented truth: *middle-class communications media, especially middle-class magazines, do NOT effectively reach the mass consumer.*

Logically and incontrovertibly, Macfadden will expose this blunt reality of the American marketplace . . . will demonstrate that today's mass consumer offers an all but untapped marketing frontier . . . will suggest a searching reappraisal of conventional media values by national advertisers and their agencies.

This is Macfadden's conviction: the battle of national brands will be won or lost depending on the attitudes of *mass*, not middle-class, consumers. In this vast area, virtually unexplored by middle-class media, The Macfadden Communications Complex will continue to surge ahead.

The Macfadden Communications Complex

What made

One reason advertising like this works so well for Fleischmann's is that each dollar invested in the Digest buys *double the chances-to-sell.* According to a survey by Alfred Politz, the average ad page in the U. S. edition is looked at 60 million times . . . twice as often as in other leading magazines.

this one margarine grow so far so fast?

How Fleischmann's used Reader's Digest to help turn a new product into a top seller in less than a year

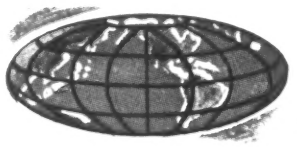
"After achieving national distribution in late 1959, Fleischmann's Corn Oil Margarine, made from 100% golden corn oil, enjoyed an unusually fast sales growth. It has grown at a faster rate than any other margarine," reports Joel S. Mitchell, Chairman of the Board of Standard Brands Inc.

"Reader's Digest *definitely* helped in this growth," Mr. Mitchell continues. "Sales increased remarkably when we used two coupon advertisements in the Digest. The first appeared regionally in August, 1959, before we had national distribution. The second ran nationally in November, 1959.

"Reader's Digest gets a large share of our magazine budget for many reasons," Mr. Mitchell points out. "Originally, its regional flexibility let our advertising coverage grow with our distribution. Now, it gives us coverage of one out of every four families all across America. Moreover, in the Digest we reach high-income, educated, knowledgeable people."

Standard Brands has been successful, too, in building sales through its advertising in the Digest for Royal Gelatin and Royal Puddings, Chase & Sanborn Instant Coffee and Instant Siesta. Recently it also used the Metropolitan New York Edition of the Digest to initiate advertising of new, Fleischmann's unsalted Sweet Margarine, which is presently in regional distribution.

Why not benefit from the experience of one of America's most successful marketers? Your product will grow best where it has the most chances-to-sell. And each dollar you invest in the Digest buys *double the chances-to-sell.*



Standard Brands uses Digest internationally

Standard Brands, one of America's most successful international marketers, has increased its business overseas every year since forming its international company in 1947. It markets in more than one hundred countries, uses Reader's Digest editions in Canada, Latin America, Europe and Africa. Standard Brands knows that overseas, as in the United States, more of its best customers and prospects read the Digest than read any other magazine. Last year a most successful promotion was a 20-page detachable insert in the Digest's Caribbean Edition.

People have faith in

Reader's Digest

CONNOISSEUR—*Irwin W. Solomon, adman and author, tests the flavor of a French soup prepared by his wife, Esther, adwoman and author.*

Versatile Adman . . Irwin W. Solomon

When Irwin W. Solmon, vp and copy director of Al Paul Lefton Co., Philadelphia, is asked by his wife, Esther, to taste morsels of what she is cooking on the stove, it is strictly in the spirit of professional cooperation.

The same was true when Irwin, last year, asked Mrs. Solomon, formerly a copywriter of Philip Klein Advertising and Richard A. Foley Advertising Agency and now a free lance, to check some copy he was preparing for his first book.

The collaboration will pay off for the couple in the form of two books. The first is Irv's, "How to Start and Build an Art Collection," to be published this month by Chilton Co. Mrs. Solomon's work will be a French cook book, tentatively scheduled by a New York publisher for release late in 1962.

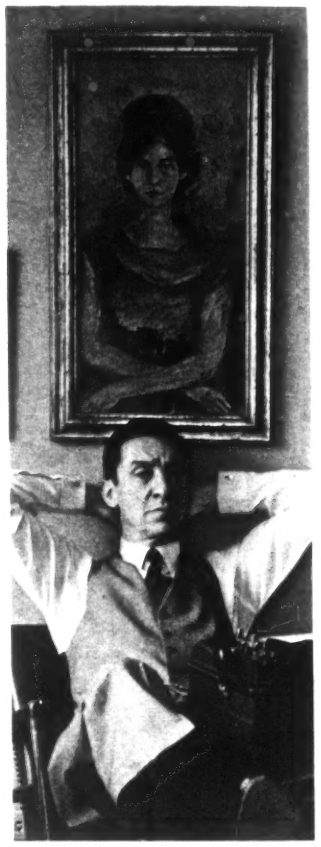
■ Both books are direct outgrowths of hobbies. For Irv, the collecting of art is self-taught. As his collection increased and his visits to galleries all over the country became more frequent, his knowledge and reputation also grew. Mrs. Solomon's interest in cooking is comparatively recent. Before she married Irv in 1948, she admittedly was not a very good cook. But, since he proved to be a gourmet, she felt it was her duty to learn how to cook choicer morsels. It soon became a hobby, which led her to attend the famed Cordon Bleu cooking school in Paris.

Mr. Solomon, a graduate of the Wharton school of the University of Pennsylvania, started out as an actor in stock companies and with WCAU and WHAT in Philadelphia. This led to writing radio scripts and commercials. Then he was working as a copywriter in the Klein agency. In 1936 he joined the Philadelphia copy staff of the old Erwin, Wasey & Co. Four years later he moved to Lefton. He rejoined the agency after the war as copy chief and in 1951 was named vp and copy director.

During the war, Mr. Solomon was editor of "The Alert," official newspaper of the harbor defenses of Los Angeles. He remained on the West Coast after the war to edit the short-lived magazine, *The Californian*. During this period, he also wrote articles and fiction for many consumer and trade magazines.

■ Mrs. Solomon attended the University of Pennsylvania. She met her future husband and collaborator in 1941 when she visited the Lefton offices to try to convince the agency to include some housing shortage publicity in its advertising.

COLLECTOR—*Mr. Solomon, flanked by some of the objets d'art in his collection, shows off his new book on art collecting.*



COGITATOR—*Mr. Solomon, vp and copy director of Al Paul Lefton Co., at work in his office, under a portrait of his wife.*

CONSULTANT—*Mr. Solomon's love of good food has motivated his wife to study the subject at the Cordon Bleu.*

COPYWRITER—*Mrs. Solomon, a former agency copywriter, has been doing free lance copy work for department and other stores since 1953.*

NBC-TV Adds Sponsors for 'Detectives,' 'Lawless Years'

NBC-TV has signed three sponsors for its new expanded, hour version of "Robert Taylor's Detectives" to be presented Friday, at 8:30 p.m. (EST) in the 1961-'62 season. Warner-Lambert Pharmaceutical Co. (Lambert & Feasley), Colgate-Palmolive Co. (Ted Bates & Co.), and Brown & Williamson Tobacco Co. (Keyes, Madden & Jones) have bought participations in "Detectives," formerly a half-hour series on ABC.

Brown & Williamson also has signed as co-sponsor, along with Alberto-Culver Co. (Compton Advertising), of the half-hour series, "The Lawless Years," which returned to NBC-TV Friday, May 12, at 9 p.m. (EDT) for a summer run.

Fuller to Promote Premium Deal in Newspapers, Magazines

W. P. Fuller & Co., San Francisco paint manufacturer, will use newspapers and magazines this spring to promote a new premium offer to consumers. Fuller will use *Sunset Magazine* and regional editions of *Life* and *The Saturday Evening Post*. Color and b&w ads are scheduled during May, June, July and August in 51 West Coast newspapers.

The purchase of a gallon of paint will entitle the buyer to choose one of four specially-priced premiums, including six stainless steel steak knives, four garden tools, a two-way outdoor house identification sign, and a paint roller and finishing brush. Young & Rubicam, San Francisco, is the agency.

Campbell-Mithun Names Two; Adds Space Structures

Campbell-Mithun, Minneapolis, has appointed David P. Guthridge an account executive and Larry LaBelle tv creative supervisor. Mr. Guthridge, formerly an account supervisor with Fitzgerald Advertising Agency, New Orleans, will work on the eastern division of the Theo. Hamm Brewing Co. account. Mr. LaBelle formerly was head of the tv art department of Knox Reeves Advertising.

Campbell-Mithun has been retained for specialized marketing services by Space Structures, plastics research and development company with plants in Chanhassen and Waconia, Minn.

Sutton Suspends Monthly 'Industrial Electronics'

Sutton Publishing Co. has suspended publication of *Industrial Electronics* after three pilot and four regular issues. Glenn Sutton, publisher, said he folded the monthly because of the economic situation and the fact that the company could not interest advertisers. He added that he might "pick up the publication again in the future" when conditions improve.

Clorox Offers Free Trowel

A free garden trowel was offered by Clorox Co., Oakland, in a regional premium campaign carried on in Iowa, Indiana and Illinois newspapers. The ads, prepared by the San Francisco office of Honig-Cooper & Harrington, appeared in the *Cedar Rapids Gazette*, *Davenport Democrat and Times*, *Dubuque Telegraph-Herald*, the *Chicago Daily News* and *Chicago Tribune*, *Gary Post-Tribune*, *Hammond Times*, *Bloomington Pantagraph*, *Champaign News-Gazette*, *Danville Commercial-News*, *Decatur Herald and Review*, *Peoria Journal Star*, *Springfield State Journal and Register*, *Moline Dispatch* and the *Rock Island Argus*. The offer, which began the week of April 24, included the packaged trowel attached to the gallon size jug of Clorox and a mail order form attached to the half gallon and quart sizes which with 50¢ brought a garden trowel, fork and weeder.

Remington Boosts Budget 10%

Advertising and promotion for the Remington portable typewriter division of Sperry Rand Corp., New York, will be increased 10% this year, according to William N. Brown, vp and division general manager. Of this budget, 40% will be at the local level, with half of the latter amount going into cooperative newspaper ads and the rest into dealer promotional materials. Unit sales in the Remington portable division last year were 72.3% ahead of 1959, while the portable business industrywide was up an estimated 1.1%, according to Mr. Brown.

Ted Bates Names Four

Ted Bates & Co., New York, has elected Albert W. Reibling and Bruce E. Crawford vps. Mr. Reibling joined Bates in 1957; Mr. Crawford in 1959. Robert W. Castle has been elected a senior vp in charge of Colgate-Palmolive Co.'s household products division. Philip L. Worcester, formerly with Fuller & Smith & Ross, has joined Bates as a tv producer.

Ad Associates Adds One

Continental Mfg. Co., Baltimore, manufacturer of heating equipment, has named Advertising Associates, Richmond, Va., to handle its account.

SEVEN YEARS' BAD LUCK! A split second to happen...seven years to clean up. No matter how serious the accident, no matter how obvious the blame—in Chicago, it takes seven long years, on the average, for a traffic accident case to be resolved in the courts. WBBM-TV found the situation alarming...and brought its case for reform to immediate public attention, via a recent documented editorial, broadcast in prime evening hours. The result was the kind of hard-hitting, responsible local programming Chicagoans have come to expect from CBS Owned WBBM-TV.

People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Television 2, Chicago's top-rated station for 71 consecutive Nielsens. **WBBM-TV**

TELEVISION 2, CHICAGO · CBS OWNED

R.O.P. Color Use Up 1.5% in '61 1st Quarter

NEW YORK, May 16—The *Los Angeles Times* displaced the *Milwaukee Journal* in 1961's first-quarter newspaper r.o.p. color standings, according to a summary of the top 50 r.o.p. leaders compiled by Media Records.

At the same time, total r.o.p. use among the 50 dailies inched up from 16,751,904 to 17,002,272 lines—a gain of 1.5%.

The *Times*, previously in second spot, boosted its r.o.p. linage 7.8%, from 599,746 to 646,421 lines. The *Journal* dropped 31%, from 880,198 to 606,768 lines. Again in third place was the *Miami Herald*, whose 8.6% increase hiked its r.o.p. figure from 506,164 to 549,720 lines.

The *Minneapolis Star & Tribune* went from ninth to fourth position, up 13% from 393,709 to 444,699 lines. On the fifth rung was the *New Orleans Times-Picayune*, up 49.5%, from 297,087 to 444,082 lines.

Filling out the top ten r.o.p color parade were the *St. Paul Pioneer Press & Dispatch*, *Omaha World-Herald*, *Columbus Dispatch*, *Denver Post*, and *St. Petersburg Times*. #

Savannah Sugar Buys 'Ripcord'; Ziv-UA Sells 'Diamonds'

Ziv-United Artists Television Co., New York, sold its new half-hour sky-diving series, "Ripcord," in 13 markets in the first three days of selling. One order was from Savannah Sugar Refining Corp. for showing in Atlanta; Charlotte, Greensboro, Winston-Salem and Washington, N. C.; Charleston and Columbia, S. C.; and Bristol-Johnson City, Tenn.

"King of Diamonds," another Ziv-UA series, has been sold to Safeway Stores for sponsorship in Billings, Butte, Missoula and Great Falls, Mont. The show also has been sold to J. Schmidt Brewing Co. (Maxon) for alternate weeks on KDAL-TV, Duluth; KEYC-TV, Mankato; KGLO-TV, Mason City, Ia.; and KFYR-TV, Bismarck. Piel Bros. (Young & Rubicam) bought alternate weeks of "Diamonds" on WRCV-TV, Philadelphia; WGAL-TV, Lancaster, Pa.; WABC-TV, New York; and WRGB, Schenectady. This brings total sales of the series to 134 markets after four weeks.

Schulberg to Open Own Offices

Bud Schulberg, partner in Lansdale Co., Los Angeles, will leave Lansdale June 1, to open his own agency, Schulberg Advertising Agency, with offices at 955 S. Western Ave. Accounts that will move with Mr. Schulberg are Blue Seal Agency of Continental Casualty Co., Silver Seal and National Health Agencies of Fireman's Fund Insurance Co., Continental Metals, Abbott Industrial Supply Co. and Roomette Sales Co. Mr. Schulberg and Phil Lansdale will share certain facilities and will collaborate on accounts of both agencies.

Dreher Adds 2; Elects Briggs

Monroe F. Dreher Inc., New York, has been named to handle advertising for the Barclay Hotel, Atlantic City, and Murray Magnetics Corp., New York, a recently formed company which plans to enter the kitchen appliance field with a combination appliance product. Dreher also has elected William Briggs, who joined the agency in 1956, vp in charge of marketing services. Robert P. Frey, formerly with Lehn & Fink, has joined Dreher's research and marketing department.

Top 200 Dailies, R.O.P. Color Linage

January-December, 1960

Source: Media Records

	Morning	Evening	Sunday	Total
1. Milwaukee Journal		2,846,255	817,551	3,663,806
2. Los Angeles Times	1,799,858		789,299	2,589,157
3. Fort Worth Star-Telegram		1,804,855	495,371	2,300,226
4. Chicago Tribune	1,894,236		330,872	2,225,108
5. Denver Post		1,910,094	191,223	2,101,317
6. Dallas News	1,561,340		421,748	1,983,088
7. Dallas Times-Herald		1,581,435	395,462	1,976,897
8. Nashville Tennessean	1,297,713		665,135	1,962,848
9. Minneapolis Star & Tribune		1,656,917	298,404	1,955,321
10. Miami Herald	1,450,737		489,022	1,939,759
11. St. Paul Pioneer Press & Dispatch		1,467,753	432,241	1,899,994
12. Columbus Dispatch		1,528,226	346,076	1,874,302
13. Omaha World Herald		1,416,235	452,680	1,868,915
14. Houston Chronicle		1,375,879	445,470	1,821,349
15. Salt Lake City Tribune	1,467,802		205,017	1,672,819
16. Long Beach Independent-Press Telegram		1,424,067	167,301	1,591,368
17. New Orleans Times-Picayune	1,432,788		150,466	1,583,254
18. Cincinnati Enquirer	1,183,351		392,071	1,575,422
19. Seattle Times		1,310,308	227,824	1,538,132
20. Atlanta Journal & Constitution		1,228,286	274,550	1,502 836
21. Akron Beacon Journal		1,222,049	280,022	1,502,071
22. Des Moines Tribune Register		1,219,477	282,356	1,501,833
23. Washington Post	1,173,453		326,489	1,499,942
24. Birmingham News		1,084,597	396,364	1,480,961
25. Sacramento Bee		1,240,124	210,230	1,450,354
26. Houston Post	1,140,311		282,795	1,423,106
27. Cincinnati Post & Times-Star		1,421,875		1,421,875
28. Long Beach Independent	1,421,625			1,421,625
29. Salt Lake City Deseret News Telegram		1,414,895		1,414,895
30. St. Petersburg Times	1,039,448		334,627	1,374,075
31. Richmond Times-Dispatch	837,597		494,311	1,331,908
32. Buffalo Evening News		1,329,814		1,329,814
33. Rockford Star	1,106,415		217,164	1,323,579
34. San Diego Union	859,432		461,155	1,320,587
35. Cleveland Press and News		1,313,197		1,313,197
36. San Jose News & Mercury News		1,044,307	266,865	1,311,172
37. San Diego Tribune		1,300,447		1,300,447
38. Nashville Banner		1,299,365		1,299,365
39. Chicago Daily News		1,288,755		1,288,755
40. Eugene Register-Guard		1,143,953	131,786	1,275,739
41. St. Louis Post-Dispatch		1,002,254	265,963	1,268,217
42 Toledo Blade		1,059,067	205,672	1,264,739
43. San Antonio Express News	774,711		471,109	1,245,820
44. Tampa Tribune	945,302		287,468	1,232,770
45. Orlando Sentinel	936,163		272,600	1,208,763
46. Washington Star		967,952	230,070	1,198,022
47. Philadelphia Bulletin		937,148	243,519	1,180,667
48. Phoenix Republic	909,106		207,784	1,116,890
49. Grand Rapids Press		877,138	231,689	1,108,827
50. Montreal Gazette	1,090,875			1,090,875
51. Honolulu Star-Bulletin		949,556	139,248	1,088,804
52. Atlanta Constitution	1,065,700			1,065,700
53. Oakland Tribune		933,584	119,702	1,053,286
54. San Jose Mercury	1,043,552			1,043,552
55. Pittsburgh Press		878,121	163,888	1,042,009
56. Los Angeles Examiner	960,470		57,699	1,018,169
57. Portland Oregonian	778,490		218,507	996,997
58. Norfolk Virginian-Pilot & Portsmouth Star	692,999		301,445	994,444
59. Winston Salem Journal & Sentinel	816,494		177,040	993,534
60. San Antonio Light		657,742	332,473	990,215
61. Toronto Telegram		990,031		990,031
62. Detroit News		900,590	68,881	969,471
63. Kansas City Star		774,342	177,692	952,034
64. Toronto Star		938,728		938,728
65. St. Louis Globe-Democrat	934,322			934,322
66. Indianapolis Star	675,231		258,979	934,210
67. Richmond News-Leader		934,046		934,046
68. Peoria Journal & Journal Star		790,203	139,526	929,729
69. New Orleans States & Item		925,450		925,450
70. Los Angeles Mirror		909,576		909,576
71. Dayton News		805,765	99,484	905,249
72. Pittsburgh Post-Gazette & Sun Telegraph	797,807		105,830	903,637
73. Phoenix-Gazette		902,236		902,236
74. Riverside Press-Enterprise	737,900		157,749	895,649
75. Louisville Courier Journal	753,915		140,386	894,301
76. Philadelphia Inquirer	792,190		100,440	892,630
77. Oklahoma City Oklahoman	696,028		193,124	889,152
78. Charlotte Observer	729,597		159,018	888,615
79. Shreveport Times	664,719		219,990	884,709
80. Honolulu Advertiser	634,445		248,680	883,125
81. Denver Rocky Mountain News	788,340		84,600	872,940
82. South Bend Tribune		660,860	202,516	863,376
83. Mobile Press & Press Register		708,200	142,407	850,607
84. Buffalo Courier Express	659,851		189,648	849,499
85. Jacksonville Times-Union	692,246		155,871	848,117
86. Boston Globe	626,946		217,969	844,915
87. Minneapolis Tribune	839,719			839,719
88. Syracuse Herald-Journal & Herald American		727,023	111,445	838,468
89. Miami News		556,490	278,243	834,733
90. Tulsa World	658,743		158,385	817,128
91. Cleveland Plain Dealer	760,424		50,085	810,509
92. Pasadena Independent Star News		668,011	132,926	800,937
93. Gary Post-Tribune		662,163	135,874	798,037
94. Fresno Bee		632,426	162,970	795,396
95. Dayton Journal Herald	793,214			793,214
96. Louisville Times		780,714		780,714
97. Kansas City Times	776,726			776,726
98. Milwaukee Sentinel	626,268		145,478	771,746
99. Youngstown Vindicator		729,676	35,490	765,166
100. Hammond Times		547,994	209,673	757,667
101. Memphis Commercial Appeal	596,955		155,805	752,761
102. Chicago Sun-Times	562,052		179,304	741,356
103. Worcester Telegram	501,393		232,254	733,647
104. San Francisco Examiner	625,804		104,822	730,626
105. Boston Herald	584,587		144,206	728,793
106. St. Paul Pioneer Press	718,257			718,257
107. Detroit Free Press	629,358		88,540	717,898
108. Tacoma News Tribune		605,641	106,403	712,044
109. Little Rock Arkansas Democrat		562,373	146,835	709,208
110. San Antonio News		708,860		708,860
111. San Francisco News-Call Bulletin		704,211		704,211
112. Worcester Gazette		703,217		703,217
113. Los Angeles Herald Express		695,244		695,244
114. Wichita Eagle & Eagle & Beacon	477,497		216,639	694,136
115. Oklahoma City Times		692,809		692,809
116. Fort Wayne News-Sentinel		690,748		690,748
117. Birmingham Post-Herald	689,061			689,061
118. Indianapolis News		678,405		678,405
119. Boston Globe		677,535		677,535
120. Evansville Press & Courier Press		497,906	176,564	674,470
121. San Francisco Chronicle	564,900		95,214	660,114
122. Seattle Post Intelligencer	560,450		99,529	659,979
123. Tulsa Tribune		656,397		656,397
124. Boston Traveler		644,512		644,512
125. Knoxville News-Sentinel		541,494	98,254	639,748
126. Spokane Spokesman-Review	445,374		193,741	639,115
127. Shreveport Journal		636,016		636,016
128. Fort Worth Star-Telegram	635,877			635,877
129. Rochester Democrat & Chronicle	543,776		91,969	635,745
130. Pasadena Independent	632,030			632,030
131. Duluth News Tribune	409,364		208,208	617,572
132. Fort Wayne Journal Gazette	597,740		13,552	611,292
133. Syracuse Post-Standard	609,693			609,693
134. Rochester Times-Union		600,405		600,405
135. Little Rock Arkansas Gazette	429,895		163,503	593,398
136. Columbus Citizen Journal	589,433			589,433
137. Toledo Times	585,443			585,443
138. Baltimore News-Post & American		539,471	28,000	567,471
139. Harrisburg Patriot & Patriot-News	461,241		104,271	565,512
140. Norfolk Ledger-Dispatch & Portsmouth Star		557,925		557,925
141. Portland Oregon Journal		477,977	72,306	550,283
142. Albuquerque Journal	430,327		110,047	540,374
143. Spokane Chronicle		536,717		536,717
144. Memphis Press Scimitar		531,097		531,097
145. Charlotte News		515,076		515,076
146. Indianapolis Times		435,681	76,424	512,105
147. Detroit Times		483,017	28,492	511,509
148. Modesto Bee		462,845	45,098	507,943
149. Baltimore Sun		479,355	23,600	502,955
150. Evansville Courier	497,069			497,069
151. Toronto Globe & Mail	496,440			496,440
152. Roanoke Times	413,245		75,917	489,162
153. Wichita Eagle & Beacon		487,211		487,211
154. Albany Times Union	384,244		94,382	478,626
155. St. Petersburg Independent		290,158	188,019	478,177
156. Des Moines Register	476,608			476,608
157. Charleston Gazette-Mail	376,456		89,121	465,577
158. Jacksonville Journal		464,817		464,817
159. Newark News		453,066		453,066
160. Stockton Record		450,288		450,288
161. Jackson State Times		313,274	134,736	448,010
162. Duluth Herald		446,886		446,886
163. Erie Times & Times News		372,391	56,838	429,229
164. Salem Oregon Statesman	401,383		26,839	428,222
165. Roanoke World News		426,783		426,783
166. Albuquerque Tribune		418,854		418,854
167. Tampa Times		414,107		414,107
168. Salem Capital Journal		410,745		410,745
169. Owensboro Messenger & Inquirer		387,120	5,888	393,008
170. Knoxville Journal	388,205			388,205
171. Owensboro Messenger	387,120			387,120
172. Baltimore Sun	382,746			382,746
173. Charleston Mail		374,731		374,731
174. Utica Observer Dispatch		324,596	49,436	374,032
175. Sacramento Union	213,324		158,867	372,191
176. Washington News		365,757		365,757
177. Chicago American		365,512		365,512
178. Hartford Times		351,520		351,520
179. Houston Press		349,883		349,883
180. Utica Press	349,144			349,144
181. El Paso Times	331,104		17,678	348,782
182. Newark Star Ledger	311,535		34,427	345,962
183. Niagara Falls Gazette		318,802	16,820	335,622
184. San Rafael Independent Journal		330,402		330,402
185. Newport News Press	266,020		60,339	326,359
186. Hartford Courant	241,555		82,009	323,564
187. El Paso Herald-Post		322,901		322,901
188. Albany Knickerbocker News		314,970		314,970
189. Long Island Press		238,949	68,008	306,957
190. Troy Record	301,078			301,078
191. Muncie Star	285,331			285,331
192. Wichita Beacon		213,754	71,451	285,205
193. Muncie Press		282,281		282,281
194. Bangor News	276,479			276,479
195. Jackson Clarion Ledger & Clarion Ledger & News	219,346		55,961	275,307
196. New Haven Journal-Courier	269,922			269,922
197. Newport News Times Herald		259,084		259,084
198. New Haven Register		239,122	16,418	255,540
199. Boise Statesman	220,076		31,122	251,198
200. Scranton Times		244,839		244,839

STARCH TOPPERS—*Quality Bakers' Sunbeam bread poster rated at the top with 80 in copy performance index in the four weeks ending April 5, according to Starch National Outdoor Ratings. Hamm's beer came second with 67 and Coca-Cola was third with 66. The other toppers were Ballantine beer (65); Esso gasoline (59); Standard of Indiana De-Icer (51); Armour bacon (47); Borden's ice cream (45); Seven-Up (38); Ford Falcon; Dodge Dart truck; Richfield of California gas; and Budweiser beer, all with a copy performance index of 36.*

Freystadt Adds Air Reduction Unit; 2 from Smith, Hagel

E. M. Freystadt Associates, New York, which handles Air Reduction Co.'s Pure Carbonic subsidiary, has been named to handle the company's new chemical and carbide division, formerly with G. M. Basford Co. The shift was brought about by the consolidation of Colton Chemical into the division, which created a conflict with Basford's National Starch & Chemical account, at the agency since 1944. Basford retains Air Reduction Sales Co., largest Airco entity, and the company's corporate account.

Freystadt also has added New Jersey Machine Co., Hoboken, manufacturer of box wrapping and labeling equipment, and Arabol Mfg. Co., New York, adhesive producer. Both accounts formerly were handled by Smith, Hagel & Knudsen. Both followed William H. Knudsen, former Smith, Hagel chairman, who joined Freystadt early this year (AA, Jan. 9).

Bireley's Tests Radio Spots

Bireley's Inc., Chicago, is testing 10-word radio spots in Chicago. The campaign, which began May 8 and runs for 13 weeks, features the theme, "Bireley's happifies thirst." The company is also contracting for a 12-month tail light showing on Chicago metropolitan buses. Irving J. Rosenbloom & Associates, Chicago, is the agency.

Price Joins Spencer

Earl L. Price has been named sales promotion manager of Spencer Advertising Co., New York, representative of sports and special events programs. Mr. Price was formerly with the advertising division of Dorr-Oliver.

Teleregister to Doyle, Kitchen

Doyle, Kitchen & McCormick, New York, has acquired the account of Teleregister Corp., Stamford, Conn., national operator of stock quotation boards for brokerage offices, and automated electronic systems for stock exchanges, airlines, hotels, and banks. The account, which formerly was handled direct, will use product and institutional advertising in the *New York Times, New York Herald-Tribune* and *Wall Street Journal*.

GE Appoints Gamble

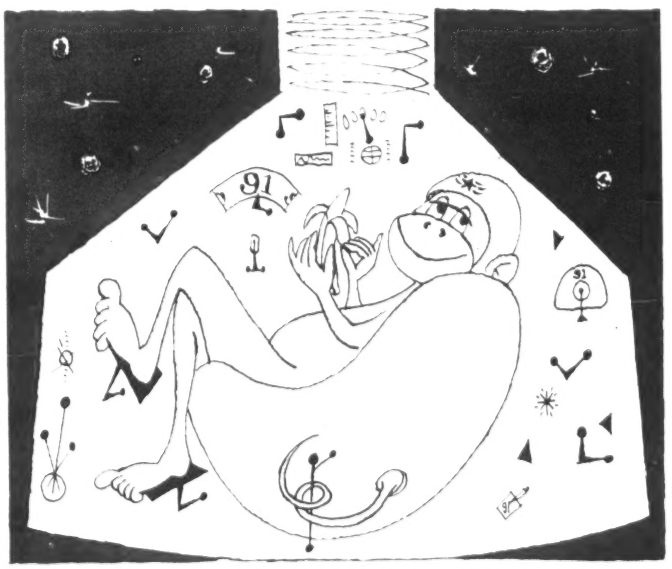
General Electric Co. has appointed George M. Gamble to handle advertising and sales promotion for its lightning arrester and cutout product section, Pittsfield, Mass. Mr. Gamble, formerly a sales promotion specialist with the company's Atlantic district sales office in Philadelphia, succeeds John F. McDermott, who has been appointed manager of advertising and sales promotion for the company's locomotive section, Erie, Pa.

Cupples Products Appoints

Cupples Products Corp., St. Louis, a division of Aluminum Co. of America, has appointed Wildrick & Miller, New York, to handle advertising and sales promotion. A campaign in architectural, builder and dealer trade magazines is planned for its line of aluminum windows, curtain walls, sliding glass doors, entrances and store fronts.

Bird Names Niese Ad Director

Bird & Son, East Walpole, Mass., has appointed Leonard C. Niese advertising director. Mr. Niese formerly was advertising and sales promotion manager of the company's building materials division.

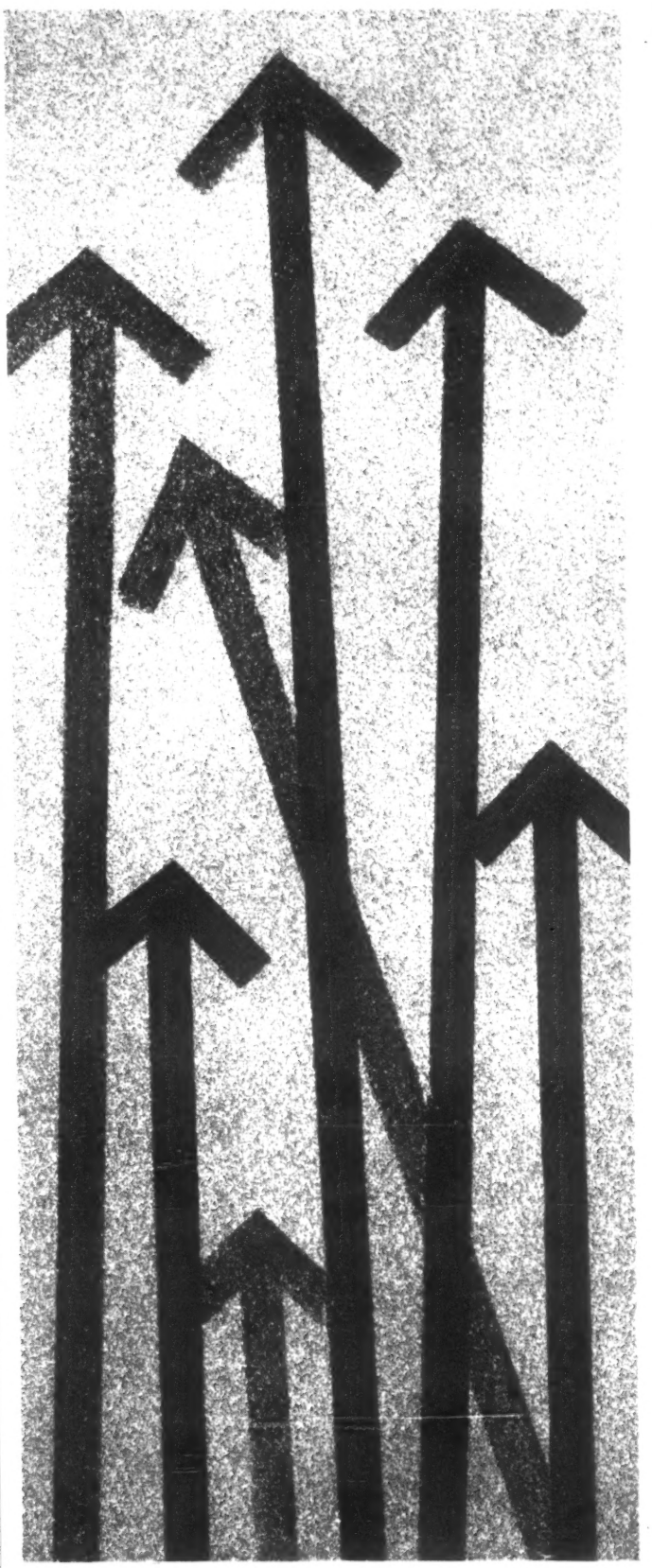


WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED . . .
YOUR NO. 1 BUY IS STILL
KEWB
national representatives: The Katz Agency, Inc.

In San Francisco, the news is often literally, "earth-shaking." And KEWB News has the reputation of reporting it first. During the most recent tremor, for example, KEWB interviewed the University of California seismologist while buildings were still reeling!

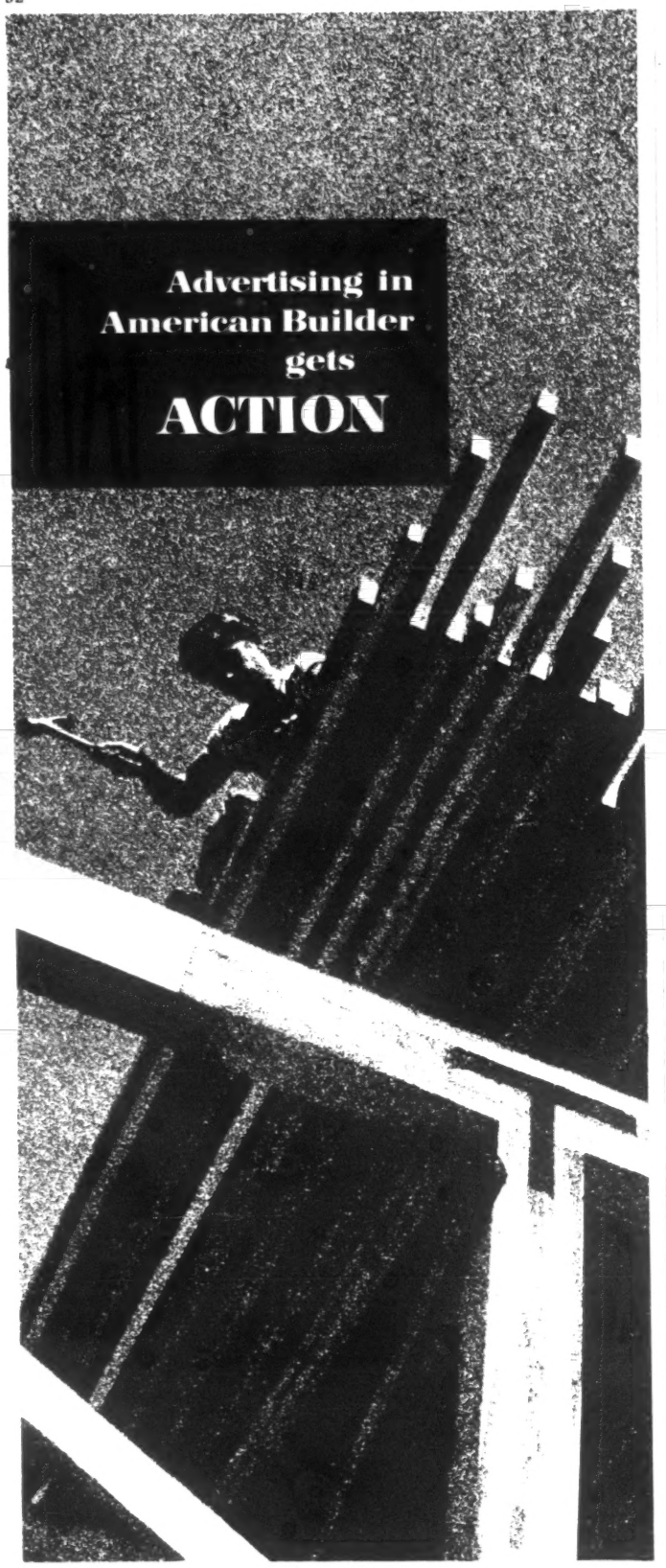
From quakes to crack-ups, on the freeways or in free fall, KEWB award-winning News is mobile and comprehensive. KEWB's is the only radio news department in town that stays open 24 hours a day, seven days a week. Just like the minds of our listeners!

A SOUND CITIZEN OF THE BAY AREA
CROWELL-COLLIER BROADCASTING CORPORATION First in Contemporary Communications



Advertising in American Builder gets ACTION

because . . .


Advertising in
American Builder
gets
ACTION

because...

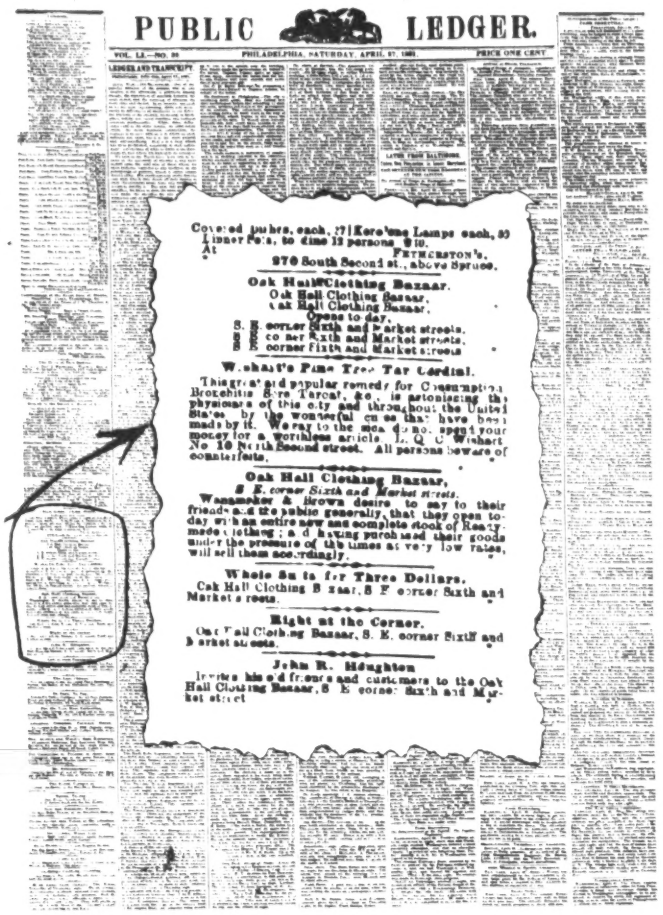
American Builder is read where your market potential is greatest

62,259* American Builder subscribers (56%) operate in today's 12 top "growth" states – 5,132* *more* "growth market" circulation than Practical Builder. The 12 "growth" states accounted for *69% of all home building permits issued in 1960* – evidence that AB keeps pace with the constantly shifting, big-market areas (the areas which deliver the *most* builder sales).

***Source: ABC, 12/31/60**

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7


PUBLIC LEDGER.

VOL. LI.—NO. 30 PHILADELPHIA, SATURDAY, APRIL 27, 1861. PRICE ONE CENT

Covered Dishes, each, 27 | Kerosene Lamps each, 50
Dinner Sets, to dine 12 persons $10.
At FETHERSTON'S,
270 South Second st., above Spruce.

Oak Hall Clothing Bazaar.
Oak Hall Clothing Bazaar,
Oak Hall Clothing Bazaar,
Opens to-day,
S. E. corner Sixth and Market streets.
S. E. corner Sixth and Market streets.
S. E. corner Sixth and Market streets.

Wishart's Pine Tree Tar Cordial.
This great and popular remedy for Consumption, Bronchitis, Sore Throat, &c., is astonishing the physicians of this city and throughout the United States by the wonderful cures that have been made by it. We say to the men do not spend your money for a worthless article. L. Q. C. Wishart, No. 10 North Second street. All persons beware of counterfeits.

Oak Hall Clothing Bazaar,
S. E. corner Sixth and Market streets.
Wanamaker & Brown desire to say to their friends and the public generally, that they open to-day with an entire new and complete stock of Ready-made clothing; and having purchased their goods under the pressure of the times at very low rates, will sell them accordingly.

Whole Suits for Three Dollars.
Oak Hall Clothing Bazaar, S. E. corner Sixth and Market streets.

Right at the Corner.
Oak Hall Clothing Bazaar, S. E. corner Sixth and Market streets.

John R. Houghton
Invites his old friends and customers to the Oak Hall Clothing Bazaar, S. E. corner Sixth and Market street.

DEBUT—*Opening with "an entire new and complete stock of ready-made clothing," purchased "under the pressure of the times at very low rates," and promising to "sell . . . accordingly," John Wanamaker and partner Nathan Brown bought front page space in the April 27, 1861, issue of the old Philadelphia Public Ledger.*

Wanamaker Marks 100th Birthday; Ad Pioneering Paid off for Retailer

Advertiser Put 97% of First Day's Receipts ($24) into Next Ad

PHILADELPHIA, May 16—A store that advertising helped build hit the century mark this year.

It is not stretching belief to say that the late John Wanamaker—holder of a fistful of firsts in merchandising, advertising and promotion—would give advertising a large portion of the credit for the success of the Philadelphia store he founded a century ago.

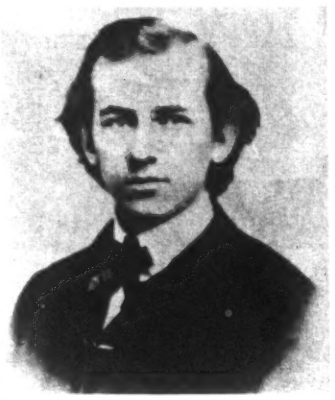
John Wanamaker is marking its anniversary with page institutional newspaper ads, which will also support special events scheduled throughout the remainder of the year. The theme is "100 years young."

The Wanamaker store, today a user of some 4,000,000-5,000,000 lines of newspaper advertising a year, got off to an early start as an advertiser. When he was 22, John Wanamaker opened a men's and boys' store called Oak Hall. He invested $24 of the first day's sale of $24.67 in an ad in the old *Public Ledger*.

■ The ad worked. People came to buy at Oak Hall.

From that time on, John Wanamaker was a heavy and consistent advertiser, believing advertising was necessary in good or bad times.

He helped pave the way from the older fusty attitudes of retail merchandising. Some of his "stunts" were shocking at the time. He launched balloons and offered a suit for their return. He was an early user of "teasers," plastering the city with posters cryptically printed "W&B"—for Wanamaker



FIRST PHOTO—*This is John Wanamaker's first photograph, taken in 1863, when he was 24.*

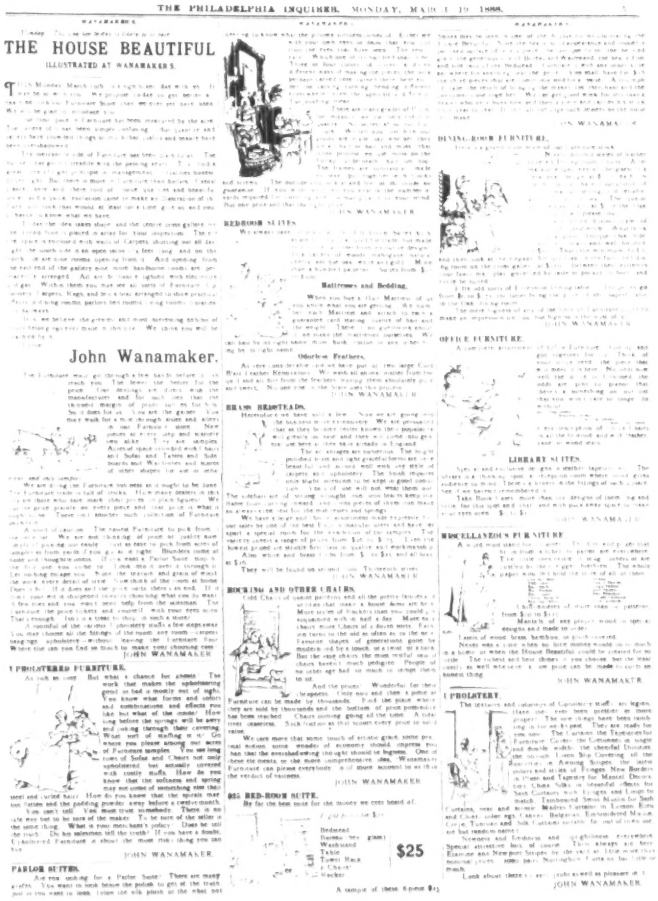
& Brown—before follow-up posters told a fuller story. He used 100' posters.

The present store at 13th and Market Sts. was the "great general store" or forerunner of today's department store. It was also the store for which Mr. Wanamaker began large scale advertising.

Other merchants were forced to concede that his success was due to the amount and quality of his advertising, and they began to copy his ads.

■ He ran his first full page, the first ever run by a store, in 1879. He began a regular schedule of pages in 1888.

John Wanamaker wrote much of the copy himself. Some of the men


THE PHILADELPHIA INQUIRER. MONDAY, MARCH 19, 1888.

THE HOUSE BEAUTIFUL
ILLUSTRATED AT WANAMAKER'S.

John Wanamaker.

$25

INNOVATION—*In 1888, Wanamaker began regular use of page ads, looking like this. The store says it was the first to run a page-size retail ad.*

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

briefed
FOR THE BUSY EXECUTIVE
400 Madison Ave. (Dept. A) New York 17, N.Y.

who worked on Wanamaker advertising in the early years were John E. Powers, Manly E. Gillam, and Joseph H. Appel.

The early ads were chatty. The buyer had to beware in the 19th century, but the philosophy of John Wanamaker and some other retail merchants of that time, including Marshall Field, in Chicago, and A. T. Stewart, in New York, was to give the customer his money's worth.

■ Mr. Wanamaker advertised, for example, that "Nothing will be sold that is not all wool." His was a one-price-for-all system, with return of goods and refund of money promised if the goods "do not please the folks at home."

The reason the store did so much business "when other houses are dull" was simply because "we advertise what we have for sale. We have for sale what we advertise," John Wanamaker said.

Two of his firsts were the first white sale in this country and the first use of electrical lighting by a store. His store also pioneered in home delivery and telephone service.

Mr. Wanamaker was also fond of lacing his ads with editorials he had written.

■ He died in 1922. Today his grandson, John Wanamaker, chairman of the board, and Richard C. Bond, president of the store and its four branches, continue the same policies.

Advertising is the concern of C. Carroll Wyatt, advertising director since 1953. He heads a staff of 35, and also uses about as many free lancers. Working with merchandise managers and buyers, the advertising department weighs such considerations as sales volume, past performance and location of departments to determine budgets.

Heavy schedules appear in Philadelphia dailies and also in dailies and weeklies near the branch stores. Wanamaker's also uses direct mail and catalogs extensively and does some radio and tv advertising.

■ The big change in retail advertising over the years, Mr. Wyatt notes, has been the addition of the "professional touch," now that advertising has come into its own.

"The ads still have to do the same thing, though—bring out the benefits of the merchandise to the consumer."

The professional touch is quite evident in Wanamaker's ads. Even sale ads are neat. Color is used often. The store bends over backward to the the truth, Mr. Wyatt said. The merchandise information office checks prices and product claims.

Customers respond not only by coming to the store, but by throwing brickbats. As late as 1961, an ad reader objected to an illustration of a woman wearing a brassiere. Many object to models smoking or holding drinks, though cocktail glasses are advertised on the next page.

Wanamaker continues to grow both physically and in sales volume. It is renovating its main store and will add a fifth branch in Moorestown Township, N.J. ≡

100 YEARS LATER—*This is one of John Wanamaker's anniversary pages appearing in Philadelphia dailies and the New York Times.*

'Vogue' Boosts Two

William Stowell, advertising manager of *Vogue*, has been promoted to assistant advertising director. Richard McMahon, fashion advertising manager, has been promoted to advertising manager.

KBOX Names Pearson

KBOX, Dallas, has appointed Stanton J. Pearson sales manager, succeeding Lloyd R. George. Mr. Pearson was formerly zone marketing manager of Miller Brewing Co.

Dow Opens Handi-Wrap Push

Dow Chemical Co., Midland, Mich., is using a special insert for Handi-Wrap in newspapers in four markets. The four-color ad is being printed with a wallpaper design with a blank column on which the newspapers will surprint Dow's sales message. The ad has appeared in the *San Diego Union* and *Tribune*, the *Rock Island Argus*, *Moline Dispatch*, *Davenport Times* and *Democrat*, *Duluth News-Tribune* and *Herald*. Ads were also scheduled in the *Indianapolis Star* and *News*. In addition to the newspaper insert, the Handi-Wrap promotion is being supported with national consumer magazine and television advertising, plus point of purchase display materials.

Founders Mutual to Schreiber

Founders Mutual Depositor Corp., Denver, has appointed Mark Schreiber Advertising, Denver, to handle advertising and public relations for Founders Mutual Fund on an international basis.

The Opinionated Person

ignores advertising, observation and study.

He will truly tell you that some advertising is padded.

Please jot this down.

But there is other advertising that is not made up with black type usually, and foggy truth.

The emptiest man and the emptiest Store are most talkative. Almost anyone can blow a bubble, but it is only a bubble after all.

A Store carefully organized and regulated like this is a Store of everyday advantages, giving out daily special changes as they appear, instead of saving lots for special days.

To collect slow-selling things or manufacture remnants and put together "left overs" is easy, and to advertise hurrah prices is not difficult, but it does not accord with the new storekeeping system observed here, where a Good Store is the sole idea, having things people want, fresh, new and at prices so moderated that buyers quickly take them away.

John Wanamaker

She Had Lost $10

"I have lost $10," said a lady in the Men's Furnishing Store just before Christmas.

She was looking at a French gray silk crepe house coat, a Paris importation, marked $25.

The salesman to whom she turned after making the quiet remark was startled.

He looked on the floor.

"No," she said, "not there. I bought my husband a coat exactly like this at ——— (mentioning an exclusive Fifth Avenue shop), and paid $35 for it."

This incident discloses two facts about this Store:

1—It is worth while reading the advertisements on this page.

2—It is not wise to make purchases before making comparisons.

12 Dec 23 John Wanamaker

IMAGE BUILDER—*John Wanamaker was fond of writing chatty little editorials like these for his advertisements.*

Available Now

Unusual Rental Offering

FILM, PHOTO or RECORDING STUDIO SPACE

Near North Side Prestige Location
Within Walking Distance of
Chicago's "Loop."

56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—
Advertising Age's Advertising Center

Call Mr. Linder
WHitehall 4-7373
Browne & Storch
Managing Agents
919 North Michigan Ave.

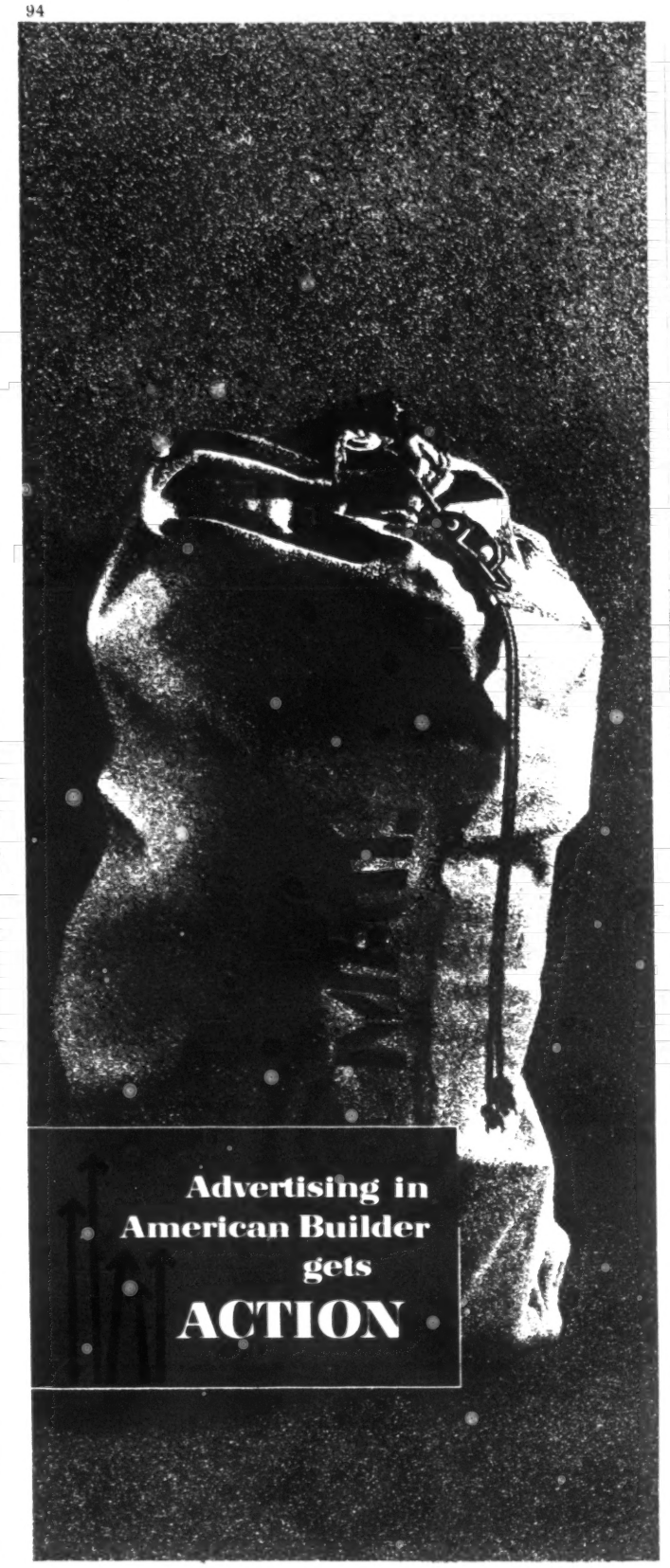
because...

American Builder pre-sells your salesman's best prospects

Today, advertising in American Builder pre-conditions 93.8% of the builders at the top (100-house-and-over builders); builders on the way up; builders active in *all* phases of light construction - residential, commercial and remodeling. Nothing gets sales-action *faster* than the 1-2 combination of American Builder and your salesman's call.

THE BUSINESS BOOK FOR BUILDERS

AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7



because...

American Builder gets today's highest builder response

During the past 10 months American Builder provided manufacturers with *more than one-half million sales leads!* A thunderous reader response – direct *from the most active building areas* in the country. Why does American Builder stimulate more reader inquiries than any other building book? Because the "live-wire," *buying* builders find it their best source for profitable ideas, and for information about every phase of building.

THE BUSINESS BOOK FOR BUILDERS

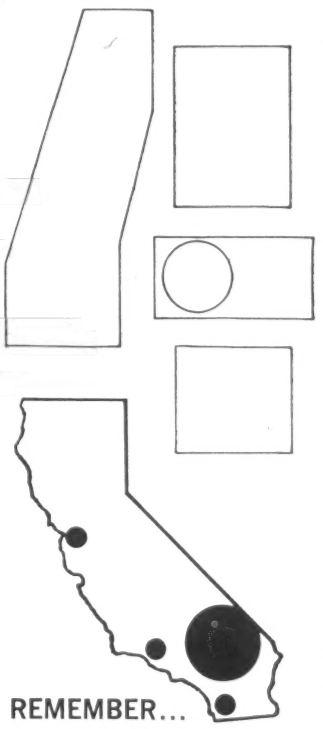
AMERICAN BUILDER • A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 30 CHURCH STREET, NEW YORK 7

Danforth Names Wunderman

Wunderman, Ricotta & Kline, New York, has been named to handle advertising for Danforth-Epply Corp., which publishes financial advisory publications, and the Danforth Associates Investment Management Plan, both Wellesley Hills, Mass. The accounts billed about $50,000 last year, but are expected to go past $100,000 this year, WR&K said. Media will include New York newspapers, radio and national financial magazines. Doremus & Co. is the previous agency.

Hamilton Cosco Boosts Two

Hamilton Cosco, Columbus, Ind., has appointed James N. Rhoades vp of marketing, household division, and Arthur F. Kimberley has been named vp of marketing, office furniture and upholstered furniture division. Mr. Rhoades formerly was director of marketing, household division; Mr. Kimberley was formerly director of sales of the household division.



It's the ever-growing San Bernardino-Riverside market . . . 4th in California, 27th in the nation where retail sales exceed those of New Orleans, Toledo, Oklahoma City or Salt Lake City . . . over 1 billion, 200 million! You can cinch the San Bernardino half of this billion dollar market without duplication, by placing your schedule in the **San Bernardino SUN-TELEGRAM.** And here's something else; San Bernardino is 50 miles from Los Angeles and less than ½ of 1% of the total circulation of the major Los Angeles papers reach here. So, when you're out for California, include the **San Bernardino SUN-TELEGRAM** and California's 4th market in your plans!

SAN BERNARDINO
SUN-TELEGRAM
SAN BERNARDINO, CALIFORNIA

Represented by Cresmer and Woodward Inc.

Nielsen Network TV

Two Weeks Ending April 16, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	20,073
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	19,276
3	Bob Hope Show (Buick, NBC)	15,805
4	Garry Moore Show—10 p.m. (S. C. Johnson, Polaroid, Plymouth, CBS)	15,102
5	Andy Griffith Show (General Foods, CBS)	15,008
6	The Real McCoys (Procter & Gamble, ABC)	15,008
7	Rawhide (Participating sponsors, CBS)	15,008
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	14,867
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,820
10	The Untouchables (Participating sponsors, ABC)	14,586

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	42.8
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	41.1
3	Bob Hope Show (Buick, NBC)	33.7
4	Garry Moore Show—10 p.m. (S. C. Johnson, Polaroid, Plymouth, CBS)	32.2
5	Andy Griffith Show (General Foods, CBS)	32.0
6	The Real McCoys (Procter & Gamble, ABC)	32.0
7	Rawhide (Participating sponsors, CBS)	32.0
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	31.7
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.6
10	The Untouchables (Participating sponsors, ABC)	31.1

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	18,057
2	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	16,462
3	Andy Griffith Show (General Foods, CBS)	14,258
4	The Real McCoys (Procter & Gamble, ABC)	13,976
5	Have Gun, Will Travel (Lever Bros., Bristol-Myers, CBS)	13,929
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	13,648
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	13,367
8	My Three Sons (Chevrolet, ABC)	12,898
9	Jack Benny Show (State Farm, Lever Bros., CBS)	12,851
10	The Flintstones (R. J. Reynolds, Miles Labs., ABC)	12,757

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	38.5
2	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	35.1
3	Andy Griffith Show (General Foods, CBS)	30.4
4	The Real McCoys (Procter & Gamble, ABC)	29.8
5	Have Gun, Will Travel (Lever Bros., Bristol-Myers, CBS)	29.7
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	29.1
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	28.5
8	My Three Sons (Chevrolet, ABC)	27.5
9	Jack Benny Show (State Farm, Lever Bros., CBS)	27.4
10	The Flintstones (R. J. Reynolds, Miles Labs., ABC)	27.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Videodex Network TV*

April 3-9, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	34.2
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	30.7
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	29.2
4	The Untouchables (Several sponsors, ABC)	28.8
5	Danny Thomas Show (General Foods, CBS)	27.6
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	27.4
7	Rawhide (Several sponsors, CBS)	27.2
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	26.8
9	77 Sunset Strip (Several sponsors, ABC)	26.3
10	Red Skelton Show (S. C. Johnson, CBS)	26.0

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	15,300
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	13,600
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,900
4	The Untouchables (Several sponsors, ABC)	12,600
5	Danny Thomas Show (General Foods, CBS)	12,300
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,100
7	Rawhide (Several sponsors, CBS)	12,000
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	11,800
9	77 Sunset Strip (Several sponsors, ABC)	11,500
10	Red Skelton Show (S. C. Johnson, CBS)	11,600

* Homes viewing in cities where program is telecast.

**Listed in sequence of rating level from first table.

Macfadden Boosts Brassington

William R. Brassington, formerly eastern advertising manager, has been appointed ad manager of the True Story Women's Group of Macfadden Publications. He succeeds Lee Andrews, who resigned.

Walsh Joins Andrew Curcio

David F. Walsh, formerly publications manager of Nuclear Metals, Concord, Mass., has been appointed general manager of Andrew Curcio Advertising Co., Cambridge, Mass.

ALFRED BESTER, PHOTOGRAPHED FOR HOLIDAY BY BURT GLINN

PERHAPS YOU REMEMBER HIM FROM THE PHANTOM?

Or Superman? Or Mandrake the Magician? Alfred Bester broke into the entertainment world as a "squinka writer," the fellow who puts the words into the mouths of comic strip characters. Today as Antic Arts columnist for Holiday Magazine, he deftly takes the words out of the mouths of celebrities.

Along the way Bester has been a novelist, screen and television writer, TV director and creator of TV spectaculars. If there is anything in the entertainment business he hasn't done, he certainly knows someone who has. And being a show business insider adds a third dimension to his Holiday writing. Sample Bester at his best in the May Holiday as he probes the private lives of two of New York's highest-paid fashion models. Holiday's ability to bring the right writer and the right subject together has helped win a most actively loyal following: over 900,000 affluent families and thousands of successful advertisers. HOLIDAY MAGAZINE

PHOTO REVIEW OF THE WEEK

ONE-MAN SHOW—*Warren Menaker, assistant media supervisor with Foote, Cone & Belding, Chicago, rests in front of several of his canvasses to be included in his one-man show at the Chicago Federated Advertising Club May 22-June 2. It will be the first one-man art show at the CFAC.*

Nelson Cash Scott Opperman

OPEN DOOR—*Henry J. Opperman, manager of the New York office of Wade Advertising, and Louis J. Nelson, senior vp of Wade, greet visitors Norman E. Cash, president of the Television Bureau of Advertising, and Walter D. Scott, exec vp of NBC-TV, in the branch office's new quarters at 10 Rockefeller Plaza, even as the agency's name is being lettered on the door.*

Asher Allen Culp Schnitzer Mrs. Fenwick Fenwick Colonna Lindersmith Dean Vineyard Lansdale Stoops

WESTERN AGENCY MEN—*Present at the 11th annual conference of the Western States Advertising Agencies Assn. meeting in San Diego were Harvey Asher and Al Allen, Allen-Asher & Associates, Los Angeles; Earl Culp, Earl Culp Advertising, Los Angeles; Bernard Schnitzer, Bernard B. Schnitzer Inc., San Francisco; Mr. and Mrs. Dave Fenwick, Donahue & Coe, Los Angeles; Ralph Colonna Jr., Advertising Design Associates, Ontario; Harry Lindersmith, WSAA legal counsel; Jim Dean, Boylhart, Lovett & Dean, Los Angeles; Howard Vineyard, Howard Vineyard & Associates, Santa Ana; Phil Lansdale, Lansdale Co., Los Angeles; and Bill Stoops, Marketing Engineers, Santa Ana.*

Jacobson Gelfond Moon Mrs. Clark Clark Muller Mrs. Woolf Woolf Dean Stewart Paul

WSAA MEETING GOERS—*At the Western States Advertising Agencies Assn. meeting were Matt Jacobson, Jaycraft Co., Burbank; Gordon Gelfond, David Olen Advertising, Los Angeles; Wylie Moon, Hurd-Moon Inc., Los Angeles; Mr. and Mrs. Bob Clark, Hearst Advertising Service, Los Angeles; Wayne Muller, KBIG, Los Angeles; Mr. and Mrs. Irving Woolf, Len Woolf Co., Los Angeles; Kurt Dean, McNaughton-Laub Inc., Los Angeles; Frank Stewart, Time, Los Angeles; and Robert Paul, Monsen Typographers, Los Angeles. The annual conference, the 11th held by the group, took place in San Diego.*

The seven leading magazines and how they have grown:

	1961 Circulation Base	1959 Circulation Base *(as of Dec.)*	Gain	% Gain
McCall's	7,000,000 *(eff. 10/1/61)*	5,200,000	+1,800,000	**+34.6%**
Ladies' Home Journal	7,000,000 *(eff. 10/1/61)*	5,500,000	+1,500,000	**+27.3**
Life	6,700,000 *(eff. 1/6/61)*	6,000,000	+ 700,000	**+11.7**
Look	6,500,000 *(eff. 7/18/61)*	5,550,000	+ 950,000	**+17.1**
Saturday Evening Post	6,500,000 *(eff. 2/11/61)*	6,000,000	+ 500,000	**+ 8.3**
Reader's Digest	12,500,000 *(eff. 3/1/61)*	11,750,000	+ 750,000	**+ 6.4**
TV Guide	7,250,000 *(eff. 10/24/60)*	7,250,000	No Change	**No Change**

McCall's FIRST MAGAZINE FOR WOMEN FIRST IN ADVERTISING FIRST IN CIRCULATION

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Let's Tax Economists' Salaries, Disgusted Reader Says After Reading Dorner's Speech

To the Editor: May I be the first to welcome Mr. Peter Dorner [AA, May 8] (not Doctor Dorner?) to the ranks of Packard, Schlesinger, et al. Get on that old bandwagon, Mr. Dorner! Now advertising can be the scapegoat for not only inflation, monopolies, "wasteful" consumer spending and low moral standards, but must also share the responsibility for our possible loss of free world leadership. However, this new tooth on the old saw isn't disturbing compared to the following points which arise:

1. Who is to decide which items and services are "important to social welfare" and will win the confidence of the "hungry, ideologically 'uncommitted' millions?" Their confidence will be won by military strength, paid for by a strong economy of which advertising is an essential factor . . . and they'll never "love" us.

2. What is "full employment" as defined by economists; have we ever had it?

3. If the heavy, groping hand of government is to place a limit on advertising expenditures, would this mean only national ads? Or would it include sales promotion and p.o.p., pr, packaging, etc.? How about the extensive advertising budgets of politicians and their parties; what does this contribute to our leadership of the free world? Why not tax market research expenditures, too? Better yet, why not just eliminate free enterprise and let the country's economists build us a Utopia?

4. What percentage of sales is the advertising limit to be based upon? Last year's sales, next year's sales forecast or the necessary amount for the job? The third is discounted completely, the second difficult to control, so we assume it's the first; ergo, if general economic conditions result in poor sales for the year, next year the budget should be cut even more . . . and next year more, etc. It's silly to "lead" your sales, right?

5. With the admitted necessity of specially adapting the legislation to each industry, and the unmentioned fantastic administrative costs of such a program, it would probably cost the government (and the taxpayer) more to administer the tax than it would be worth . . . particularly after the futility of the whole operation is realized.

There are times when I am disturbed by the ethics of advertisers, and I recognize that advertising has its weaknesses and limitations, as do all professions; nevertheless, weighed in terms of contributions to our economy, I'm convinced the value of advertising exceeds that of either politics or economics. So, perhaps the ideal solution is to place a special tax on salaries paid consulting economists in both government and business, and on all their published works, for we have no evidence that these services aid our country in making the best use of its natural resources.

Wayne R. Van Dien,
Mirro Aluminum Co., Manitowoc, Wis.

• • •

Kenneth Groesbeck Upholds Important Role of Retailer

To the Editor: Eugene Whitmore says he is surprised at me that I did not put more importance on the retail gasoline dealer in my "Agencies Ask Us" piece of April 24.

Fact is, I agree heartily with Mr. Whitmore as to the great importance of the retail merchant, not only in selling gasoline but in handling practically all kinds of merchandise.

If my friend will take another look at that piece, he will see I listed "Service at Station" as one of the five leading reasons why anyone buys one gasoline rather than another.

What we were talking about was various *advertising* appeals, wondering why there was so much difference of opinion among agencies, judging by the way they spent so much money on so many different slants.

I would have written Mr. Whitmore direct on this, except that I cannot afford to allow to go uncorrected the impression that I underestimate the retailer. He can practically make or break any product because of the consumer's confidence in his advice, provided (as he usually does) he merits it. Far too little attention is given the retailer, in most marketing plans.

Kenneth Groesbeck,
New York.

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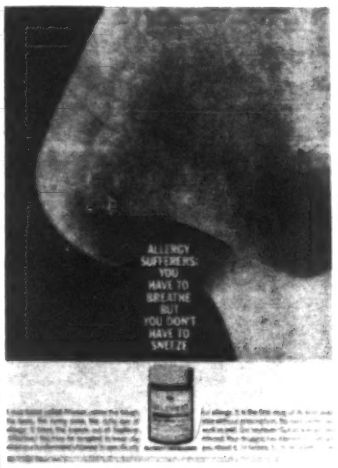
Armpit Ads Nosed Out

To the Editor: Jeez! The armpit crowd has met its match. An



award of some sort, perhaps a brass clothespin, would seem fitting.

Bruce Kelly,
Waldie & Briggs, Chicago.

• • •

Salute to Creative Man

To the Editor: At this late date —I salute [The Creative Man's Corner's] most timely commentary on much of current advertising. And I refer to "All at Sea" in the March 27 issue of my favorite advertising publication.

J. M. Hickerson,
J. M. Hickerson Inc., New York.

• • •

Adman Finds Some Editors Are Venal in 'Judging' Stories

To the Editor: . . . Disgusting as is the agency which holds out an ad contract as a lure for the appearance of an obvious editorial plant, the editor with a venal point of view is even less professional.

Before I bring the wrath of publishers down on this greying pate, let me make clear that at least 95% of all editors are honest, sincere and highly professional—nay, dedicated.

Most of those we contact will run a story if it is news, and toss it if it is not. Friendships and agency prestige are good for an audience, and no more. And that is the way it should be. . .

Just occasionally enough to possibly portend an unwholesome trend, we have been exposed to a now-and-then suggestion that a feature story might have a better chance if accompanied by an ad contract. To my mind, this disqualifies the publication as an effective medium for either communication.

The press lunch is a delightful break in the day . . . but when abused, it becomes a sheer and unmitigated handout with no sound relation to the value of the project . . .

Since a good news source performs as much of a service to the publication as he does to his own client, an unduly large lunch, dinner or entertainment tab is unrealistic, unprofessional and unnecessary.

Another ordinary adjunct of good press relations is the supplying of the client's product to the publication. In most cases the client is eager for the publication and its representatives to have samples for testing, inspection and personal use.

But here again, tiny abuses are beginning to creep in. An item that retails under $5 is fine to distribute with a lavish hand. But we have had a party or two strongly hint they would very much like to have one of our items in the $100 range. I am sure that such obvious blackmail does not have the approval of the editor or publisher. . .

Allan Copeland,
Allan Copeland & Garnitz, Chicago.

• • •

Another Angle

To the Editor: Don't you agree that a rear angle shot would have been more to the point in your "Photo Review of the Week" strip on a new model for Fanny Forest? [AA, May 1].

John P. Kelly,
John P. Kelly & Associates, Bridgeport, Conn.

• • •

Fencing Admen, En Garde!

To the Editor: We read with great interest your story in the May 1 edition about Michael Desaro, the fencing adman. I'm sure you'll be hearing from other advertising people who also fence, as Mike's list was pretty short.

Here in the Bay Area, Jack Baker of West-Holliday is a nationally rated fencer in foil, sabre and epeé, and is chairman of the Northern California division of the Amateur Fencing League of America. Jack Adams, public relations man for the United Community Fund, is a quality competition fencer with both sabre and epee, and the undersigned is a tyro with foil and sabre. I took it up again after many years away and find it both a fascinating sport and a wonderful conditioner.

Incidentally, the Hungarians you mention in your story were placed one and two in the nationals fence in our Northern California competition, taking the top spots in most tournaments.

John E. Crain,
Advertising Manager, Beeler Publishing Corp., San Francisco.

•

To the Editor: Noted in your fine article, "Versatile Adman . . . Michael Desaro," that Mr. Desaro fences left handed, writes left handed, is pictured on the cover of Sportowiec as left handed, but caricatured as right handed.

Was his Polish fan who drew the caricature unaware of his left-handedness or did you accidentally "flop-over" the picture?

Probably wouldn't have noticed this, but I am left-handed and I fence also, although hardly as well as Mr. Desaro.

(Mrs.) Marlowe Witthoft,
House Beautiful, Chicago.

Although caricatured as right handed, Fencer Desaro is a lefty, which he says is "about the same as being a left-handed boxer." A left-handed fencer may have a slight advantage, at first anyway—but when two left-handers face each other, "then that's real confusion," he says.

Mr. Sinding Feels He Agrees With Mr. Hartigan on Discounts

To the Editor: I was very shocked to read in the May 1 Advertising Age on Page 1 and Page 10 that ". . . views of Joseph Hartigan were in sharp contrast to those expounded later by Thomas A. Sinding . . ."

Mr. Hartigan and I were talking in the main on different sides of a single topic and where we touched at all, we tended to agree; in fact, I agree almost 100% with all of Mr. Hartigan's views.

In my talk I presented reasons why advertisers and agencies felt that they were entitled to newspaper discounts, and my plea was for uniformity, standardization and simplicity.

My talk in New York was almost the same as I gave in Chicago at the Inland [Daily Press Assn.] convention and which Advertising Age reported on March 6, Pages 3 and 100.

I am quite confident that what I have said in these talks would be wholeheartedly endorsed, not only by Joseph Hartigan, but by almost all other agency executives . . .

T. A. Sinding,
Johnson, Kent, Gavin & Sinding, Chicago.

• • •

$3 Is Price for Job Book

To the Editor: Is it $3 for the 22-page booklet, "Help Yourself to a Better Job?" (AA, May 1)? If so, someone indeed has!

A. Stark,
Hollis, N.Y.

The $3 price is correct; however, Women's Advertising Club of Chicago members can buy it for $2.

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Jim Woolf Wins Praise for Column on Brief Ads

To the Editor: Jim Woolf's column in the May 1 Advertising Age ("Concerning Directness and Simplicity") sings the praises of brevity in advertising, and thereby earns my hearty approval.

He says, "Writers unskilled in the art of simple directness have a tendency to open up their copy with too many words." Has he, by any chance, been reading some of those columns in the advertising press by one or another of our leading art directors? It would be fine if we could get them to return the compliment, and read his column.

Better yet, let's plump for writing by writers.

Edward H. Schaar,
Edward Schaar Associates, Los Angeles.

• • •

The Scotch Way to Whisky

To the Editor: Re the spelling: whisky/whiskey:

I don't drink the stuff but I know how to spell it. Scotch whiskey is always spelled without the "e." Irish whiskey is spelled with the "e."

Authority: The Oxford Universal Dictionary.

Leonore Harris,
Santa Barbara, Cal.

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Ex-Burnetter Says It's Creative But Not Creative Man's Shop

To the Editor: One of the myths of the advertising business is that Burnett's is a creative man's agency.

Leo himself, in his sod-buster talk to New York copywriters, seemed to foster that idea [AA, April 17].

But it's not true. Those of us who spent years as appleknockers on Michigan Ave. know that.

As one ex-Burnetter put it, you have about as much chance to create at Burnett's as you do of beating a porcupine to death with a balloon.

The reason is simple enough.

Leo Burnett is a great creative man. He and his committee are ready, willing and able to do your

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)

HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

it's GOOD BUSINESS to go where BUSINESS is GOOD

—and business is good in Winston-Salem . . . a market noted for its "growth-type" blue chip industries. This year three big new plant expansions — totalling over 75 million dollars — will go into operation. This is growth . . . this is employment . . . this is good business. And it's all going on right now in Winston-Salem. Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.

creative thinking for you.

Result: Creative work is a spectator sport for most members of the copy department. You sit in meetings, have headings and even body copy dictated to you, and spend most of your time following through on other people's ideas.

What it boils down to is that there's a difference between a creative agency and a creative man's agency.

Burnett is a creative agency. Period.

Name Withheld by Request

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Shell Ad Misleads on Role in Mercury Project, He Says

To the Editor: I think the enclosed Shell ad deserves some consideration as the type of advertising we could do without.

BULLETIN:

Shell reveals how the ingenious use of a chemical you can buy at any drug store helped bring the Mercury capsule safely back to earth

First, the hydrogen peroxide discussed in this ad and used in the Project Mercury spacecraft was not a Shell product; it was from the Becco chemical division of Food Machinery & Chemical Corp. While the writers of this Shell advertisement do not specifically claim to have supplied hydrogen peroxide for the first manned Mercury spacecraft, they certainly do so by implication.

In addition to this questionable approach, they go on to make the statement that the hydrogen peroxide attitude control system is essential for the safe conduct of the mission. The attitude control system is the prime method of maneuvering the capsule so that it will re-enter the atmosphere in the proper attitude. However, the Mercury capsule is so designed that, should the attitude system fail, aerodynamic forces will cause it to turn the heat shield towards the atmosphere for safe re-entry, with or without the assistance of hydrogen peroxide jets.

John H. Bickers,
Manager of Advertising, McDonnell Aircraft Corp., St. Louis.

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To the Editor: I am enclosing a copy of an advertisement placed for Shell Chemical . . .

The substance of the advertisement is that miniature jet rockets powered by hydrogen peroxide permitted the astronaut to steer the capsule. This is correct, although incidentally, some of the technical details described in the ad are not correct.

However, the important point is that in the middle paragraph of the next to the last column, the copy says: "The oxygen came from liquid, highly concentrated hydrogen peroxide . . . of which Shell Chemical is one of the major producers." It is true that Shell Chemical is a producer of hydrogen peroxide. It so happens, however, that they did not produce the peroxide used in the Mercury capsule, and in fact, are not able with their present production facilities to produce the 90% electrolytic grade of hydrogen peroxide required for this project.

Only the Becco chemical division, Food Machinery & Chemical Corp., has facilities to produce this, and is the exclusive supplier of this product to both McDonnell Aircraft, manufacturer of the capsule, and to Cape Canaveral.

Although nowhere in the ad does Shell actually say that it supplied the peroxide, certainly the inference is that they did. McDonnell Aircraft, who has no particular reason to side with Becco in this matter, deduced the same inference and is equally upset at Shell's obvious attempt to mislead.

It is an old cliche to end a letter such as this one with the statement that "It is advertising like this that gives all advertising a bad name." Nevertheless, it is true. Also, unfortunately, no matter how Shell's fingers are slapped, the people who read this advertisement formed their impression, and probably will never learn that Shell had nothing to do with this project, and in fact could not have supplied the product if asked to!

David Levy,
Account Executive, Ellington & Co., New York.

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Chester Bowles Came to OPA With Lots of Basic Experience

To the Editor: Your May 1 issue contains a misstatement which I believe you will want to correct. It occurs in Mr. Masse's letter criticizing the appointment of the Honorable Chester Bowles to the position of administrator of the Office of Price Administration.

You report Mr. Masse as saying: "When Bowles was made OPA director in Washington he had not had any previous experience with the OPA either in local, regional or the Washington OPA offices to the best of my knowledge. Many long experienced OPA men of executive caliber throughout the nation and right in Washington did not get the job given to Chester Bowles, yet they were far better qualified from exact knowledge and excellent executive standards."

Since Mr. Masse was an OPA staffer in the Cleveland office, he must have been asleep on the job if he didn't know about Mr. Bowles.

The real facts are these: Mr. Bowles was a volunteer member of his local rationing board in Mystic, Conn., from the earliest days of OPA. He was so successful in this work that he was virtually drafted into the Connecticut field office and rose to become state administrator for OPA. In 1943, almost all of us who worked in government war agencies began hearing about the brilliant job he was doing as Connecticut administrator. In OPA his name became a legend long before he came to Washington and Connecticut was upheld as a model for the rest of the country.

When Mr. Bowles arrived in Washington, the OPA organization was up to its ears in difficulties and everyone from department heads to messengers were thrilled with the inspiring leadership and experience in wartime controls he brought to the bureau from his first day in office.

All of these facts should be known by Mr. Masse, and if he would like further documentation, I can recommend to him an article written by Mr. Bowles for the *New York Times Magazine* of Oct. 24, 1943, "Rationing Is Doing Its Job," which recounts some of his experiences with the OPA in the early days—when he was doing a dedicated job at the grass roots.

Robert Kaye,
President, Agency Publishing Co., New York.

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To the Editor: [With] all this chatter about Mr. Benton and Mr. Bowles, I well remember when they were the "boy wonders" in the advertising business—wonders because they got lucky, grabbed some good men and women who knew advertising and made millions. Saw a good chance to sell out and clean up and did it.

The New Deal was in full bloom so they got on the stem and went up and up. Got on public payrolls to make them still experts and criticized the business of advertising more and more.

I never gambled and won, but have been making a living for myself and family in newspaper work (advertising) for over 40 years. Still able to get down by eight each morning, trying to do an honest day's work but am not and never have been on the "gravy train" like Misters B&B.

By the way, if the present owners of Benton & Bowles would do a little thinking I feel sure they would drop their agency name and use their own—they certainly would retain their present clients and my guess would be they would have some new ones ask them to handle their business.

Advertising was okay when B&B were making millions, but now it's N.G. How crazy do they think all of us are? . . .

F. S. Hinman,
Advertising Director, *Register-Mail*, Galesburg, Ill.

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Article Dissecting Admen Interests Bankers, Too

To the Editor: As a regular reader and subscriber to Advertising Age I found myself very much interested in your series titled "A Sociologist Peers at Advertising Men," published in your March 27, April 3 and April 10 editions.

If this is available in reprint form I would appreciate your sending me a dozen copies for our management group. If it is not available in reprint form, may I have an additional copy of each of the three issues for our file?

As you may surmise, the study turned up a rather interesting profile of a banker and that, of course, is our primary interest.

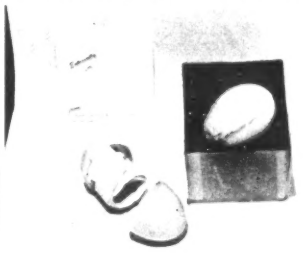
Please bill me for any charges.

John J. Barry,
Vice-President, National Shawmut Bank of Chicago.

Sorry: there are no reprints available of the series, but copies of the articles are being sent to Mr. Barry.

Rockford Newspapers Pushed R.O.P. Color with Egg Mailing

To the Editor: We certainly enjoyed seeing the Gibson mailing in the May 1 Advertising Age, "Merchandising Ideas" pages. This same mailing, except for the message, was sent out Easter of 1960 by our client, Rockford Newspapers Inc., to advertising agencies across the nation. We presume the Gibson advertising department was following the good advice of Alexander Pope, "Be not the first by whom the new is tried, Nor yet the last to lay the old aside." We assure them, however, that results were excellent when the idea was new. Rockford Newspapers have become No. 1 in Illinois in r.o.p. retail color, and promoting the use of r.o.p. color was the purpose of the original "egg" mailing. We are certainly happy to know that the idea brought good results used a year later.



In that many times in our advertising experience we have found ourselves unwittingly coming up with an identical idea, we do not want to infer that Gibson Refrigerator Sales did not show complete originality in their promotion.

William W. Jones,
Account Executive, Cummings, Brand, McPherson Associates, Rockford, Ill.

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We Could Have Said: 'Corks Are Unscrewing'

To the Editor: Clever lead, that "corks are popping in the wine business here" on Page 1 of the April 3 issue . . . But how many of my fellow wine enthusiasts have kidded you about its inaccuracy? In the so-called popular price field, virtually all wines switched to metal screw-caps several vintage years ago.

Walt Christie,
Aiea, Hawaii.

Plan LUAUS
for CONVENTIONS · CLUB · HOME
LEIS, ORCHIDS, HULA SKIRTS, etc.
ORCHAWAII
Hq. 305 7th Ave., N.Y. 1, N.Y., OR 5-6500
Br: 30 W. Wash. St., Chi. 2, Ill. AN 3-6622

In the mature business male and female...

For centuries men have sought total efficiency in direct mail advertising. Now, R.O.L. is the true answer for active people who want to increase and keep their direct mail returns constant and sure. Used as directed, Reply-O-Letter's Built-In pre-signed reply card will increase returns by 40%, plus. When engaged in hot competition, Reply-O-Letter will relieve you of all sticky details . . . and keep your direct mail program safe—all year. Send for your free Reply-O-Letter booklet, complete with case histories, today. And, Reply-O-Letter won't harm delicate budgets.

THE LETTER WITH THE BUILT IN REPLY

REPLY-O-LETTER
6 Central Park West
New York 23

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

7 WITN
Washington, N. C.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS · ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

in Miami it's the and in the Miami Herald it's

Miami Herald

No. 143 Florida's Most Complete Newspaper 51st Year 220 Pages

Over Policy on Cuba

S. on Path to

ikita Warns Ke

The Miami Herald

PARADE

YOUNG TEXAS 'COWBOY'

Few newspapers dominate a major metropolitan trading zone as completely as The Miami Herald dominates Dade County and the 8-County area of the East Coast from Cape Canaveral to Key West, known as Heraldland. The Herald has more than twice the circulation of the second newspaper on weekdays, nearly three times as much on Sundays. It leads in department store lineage by a ratio of 2½ to 1, in grocery supermarket advertising by 3½ to 1. Compared with other newspapers in the country, The Herald is a leader in almost every category of advertising. It is third in the country in total advertising, first in retail grocery advertising, third in automotive and total retail advertising. And The Herald is second in total editorial lineage, too. Each of the two Sunday newspapers in Miami distributes a syndicated Sunday magazine. But only one syndicated Sunday magazine has the power, penetration and prestige of The Miami Herald behind it. That one is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Leber Tries to Stump Experts

Loaded with Laughs and Sales—Tv Funfest

Bedell Lauds Down Under Ad

Lovabull Shoe Is on the Wrong Foot

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Women Want to Be Led Down the Primrose Path a Little' . . .

How Do You Advertise Cosmetics to Women? Combine Razz-Matazz with Truth, Kay Daly Advises

By Kay Daly

Vice-President and Creative Director, Norman, Craig & Kummel, New York

A talk is better if it has two titles, so my two titles are:

How to succeed in the cosmetic business without really **lying**

(or)

Promise her anything but for God's sake give her **something**

Actually it's no mere caprice to have two titles because everything I'm about to say falls either under the one title or the other. *How to succeed in the cosmetic business without really lying* refers to the advertising of your products—the *words*. And *promise her anything but for God's sake give her something* refers to the nature of your products themselves.

The cosmetic business came of age when it realized that the way to sell cosmetics to women was by combining showmanship with the truth. Not just the plain unvarnished facts, but *the truth as women wish to hear it*. You might call this age of cosmetics, which of course is the current and perhaps the permanent age, the Fire & Ice Age.

The basic proposition of the Fire & Ice Age is this: You can't sell cosmetics to a woman by telling her only the truth, the whole truth and nothing but the truth. If you try, you're dead, because she doesn't want just the bald, naked truth. To be sure she wants the truth to be indubitably *there*, but she wants the truth to be both personalized and razz-matazzed. She wants to be entertained. And tantalized. And wooed. And won. And above all she wants to be led down the primrose path a little—as long as *she* knows that *you* know that *she* knows you're leading her down the primrose path a little.

Women Keep Changing Everything

The reason why a woman wants us to lead her on a little is that a woman spends a lot of time leading herself on a little. She wants a little immoral support.

For example, no woman is ever satisfied with her hair. Most women *hate* their hair. Any woman is ready at a moment's notice to *change* her hair—in the utterly groundless hope that she'll think the change is permanently for the better. Of course the change never *is* for the better, in her eyes, because whatever hair you have is the hair you want to change, and 'round and 'round you go and you never come out at all. Hairdo today, gone tomorrow.

So what is a girl going to do? Stop changing? Of course not. She's going to go right on changing everything. And all she wants is a little discreet but potent encouragement which, with luck, she'll get in just the right dose from the cosmetic industry.

Kay Daly

But the trouble, I think, is that the cosmetic industry is beginning to mix the dosage all wrong.

The industry seems to me to be stripping the truth too far down, or phony-ing the truth too far up. The industry seems to be turning showmanship into a morality play, or else a burlesque. The industry seems to be *failing to lead a woman on enough* or else *trying to push her too fast*.

Let's examine briefly the three p's of the cosmetic industry—product, promise and profit—and see if this is really so.

The other day one of my favorite cosmetic tycoons said: "The trouble with this business today is that nobody understands how high is up." Now what did he mean by that? I think he meant how far up—or how far into the ground—can you push a good thing? How high can we push the promises, and how low can we let the performance of the product fall?

He also meant how long can we make the same old promises about the same old products and expect women to swallow them? Are we building our business or killing our business by bringing out the same old nail enamel formula under a new name and telling women it will make their nails grow longer and stronger when we all know that it's the same old stuff and that it can't and it won't. When nothing new has been added to the product, and nothing new has been added to the already empty promise, nothing new has been added, at all, except grounds for divorce on the part of the customer for non-support of claims.

■ And by how high is up, I think he also meant that our business is no longer thinkable in terms of "instant gravy train." How much can we expect women to pay for the kind of treatment products that are flooding the market today, most of which seem to come from the secret waters of some dark primeval spring and which really went over the dam long ago? Today there must be a tighter correlation between profit margin and promise margin. You can't turn a gallon of nothing into a gallon of money.

Today women want to know more and they do know more. That's why they pay $25 for a facial analysis at Bendel's Gilded Cage—to find something out that they want to *know*. You can't simply cast about for new ways to pad the check. If you make a concrete promise—especially if you charge a great big concrete price—you'd better see that the product delivers.

The country has gotten wise to padding. Nobody flies first class anymore—at least when he himself is paying for it—because the benefits don't justify the markup—the rear end of the plane arrives simultaneously with the front end, and a couple of canapes and a glass of champagne don't make that much of a difference. That's why all the first class seats are empty. These days everybody is scrutinizing everything more. Just as the government is scrutinizing expense accounts more, women are scrutinizing cosmetic claims more. And everywhere everybody's getting a disallowance.

These days you can't do a lot of things you could have gotten away with once. The cosmetic industry has an historically high profit margin. *Use* the tradition but for heaven's sake don't *abuse* the tradition or it will melt away forever.

Cease and Desist Comes from Consumer, Not FTC

The government has become deeply interested in scrutinizing certain claims about certain cosmetic products, too. You know, the kind of product which promises not only miracles but double miracles. But the government could rest easy if only it realized that women are their own best regulatory body. The most formidable and final cease and desist never comes from the FTC but always comes eventually if not now from the consumer herself—who in the face of extravagant claims will tell you to decease and desist, or, in plain English, to drop dead, and you may.

So—how do you know how far you can go? Can research provide the answer? Well, at Norman, Craig & Kummel, where I work, we're up to our ears in research. Our backbones are stiffened by Starch, and we're always galloping off in all the right directions with Gallup-Robinson. We're constantly swearin' by Schwerin. We sometimes turn an eager ear to the dicta of Dr. Dichter. We have such profound respect for the semantic differential that the very *last* thing on earth you could call us is anti-semantic.

In all seriousness, you've *got* to be committed and dedicated to all the research methods today to stay alive. But we've been in the cosmetic business a long time and we've learned—partly through research—what we instinctively knew, anyhow—that cosmetic research can tell you what a woman wanted and bought yesterday, but not what she'll want and buy tomorrow.

■ A woman always has a restless unformulated desire for some new excitement which it is your chore to isolate and articulate for her. She can't tell you what it is, but if it's right she'll recognize it when you present it to her properly. Ours is still primarily a business of hunches and enlightened intuition. Look around today. The people who have made the cosmetic business into a big business are the people who don't just *face* facts—they *angel-face* them. The people who have made the cosmetic business big are the people who are still full of heaven-sent hunches; who, even when research doesn't show it, still insist that the grass is always bluer in the next pasture; who realize—even though the business is big as big steel—that it's still a matter of touch and glow.

Now let's get a little personal. Because in the cosmetic business you daren't let yourself get impersonal, which is happening. If you're a cosmetics company president you can't count on staff work, like the Pentagon. You can't departmentalize and compartmentalize and delegate and relegate. Your business can't perpetuate itself, it can't even run itself. If you're president you've always got to be minding the store, like the proprietor of a giant delicatessen who's always on hand personally to change the salami hanging in the window.

The cosmetic business—like the fashion business—has to be so nimble that you

You can't sell cosmetics to a woman by telling "the whole truth and nothing but," leading cosmetics copywriter Kay Daly insists. "She doesn't want just the bald, naked truth. The ads must be fun." With that in mind, Miss Daly gave a rollicking speech, complete with fun and some "naked truth" about women's wiles and buying habits, at a spring meeting of the Fashion Group of New York. The speech is reproduced here almost in its entirety.

can't afford a vast hierarchy and lowerarchy up and down through which intelligence slowly filters. Unlike the fashion business, single cosmetic companies have become big enough for Wall Street to become interested in them—which makes it even harder for the president to retain his personal involvement in the cosmeticness of his company. Wall Street, of course, never thought cosmetics would make it as big business. But Wall Street has already made a lot of money in cosmetics, together, of course, with all the crow it can eat.

Tuition or Intuition?

Cosmetic advertising grows less effective the further the advertising agency is removed from the personalities who founded or really run the business. The agency's chore would be so much lighter —and the results so much brighter—if the luxury of working with the boss weren't fast perishing from the earth.

Which leads us to the next part of my talk, which is subtitled:

tuition or intuition
(or)
can you afford to put all those horn-rimmed, crew-cut, method-trained young men from the Harvard School of Business into positions of authority in a business which is more madness than method?

■ Each of us knows at least two dozen specimens of this clean-cut crew-cut species. You know, when Hermione Gingold was asked what she thought of Elsa Maxwell, Miss Gingold replied: "Elsa Maxwell?—just another pretty face." Well, all the bright young Harvard School of Business men are somehow indistinguishable from each other—each really is just another pretty face. This beautiful breed of young business manhood today does well in big lumbering corporations where good manners and methodology and never doing anything wrong—or right—is an asset.

But to our personal and increasing alarm we find these methodists showing up all over the place in this, the gutsiest and fastest moving business on the face of the earth. And wherever we find this type *showing* up we find it *slowing* up.

■ Now what do you do when your business gets so big that you can't stir up the lipstick—*and* your advertising agency—*yourself* anymore? You must find young people who have the *intuition* as well as just plain *tuition*—or you'll eventually come to a grinding halt. And how do you find these rare intuitive young men? Well, that takes a little intuition, too—but that's all right. You must have the intuition or you wouldn't have gotten where you are.

Women Are Nutty

All men in the cosmetic industry, of whatever age and whatever education, have to be watched. It's tough for men of any age or training to understand what women think. Women are a little nutty. You either accept women's nuttiness and turn it to advantage, or you don't stay in the cosmetic business. No man can move women emotionally unless he has some kind of female quotient or square root or common denominator of his own. Too many men—even in our industry—are certain that the way to inject a feminine note into an ad—to hit women where they live—is to put an orchid corsage in a celluloid box on the back seat of the Buick.

■ One of the other difficulties of men—whom I adore, by the way—is that they are also congenitally inclined to confuse what's for kicks and what's for keeps as far as women generally are concerned. And they carry their confusion undiluted into cosmetics. But you can't confuse what's for kicks—like a wild new lipstick color that's bought purely for the sheer fun of it—with a thoroughly serious forkeeps product like an anti-wrinkle cream that's bought for the sheer need of it.

■ You can put half a million dollars into lightheartedly promoting a new color and every cent of it will be well spent. If you give her a lift she'll love you for it and she'll buy it and that's all she expects for her money. But you can spend that much promising a tangible result in a no-kidding area, and if you don't deliver *something* you're in trouble.

Furthermore, even when kicks are appropriate there's a good deal of confusion about how *high* to kick. It seems to me in recent seasons that many color promotions have become parodies of previous color promotions. There must be *some* new way to lure the ladies into the stores to pounce on a new shade of pink. But how often can the same words be rewritten, the same song resung? How long can the same feline female in the glittering gold pants stretch out on the same marble floor reaching for the grapes or the cherries or the kumquats without reaching the point of parody?

■ The crucial point that's being missed is this: the original great color promotions were done with tongue very much in cheek. And somehow, somewhere, in the past few years people are further distending the already too far distended cheek, which now becomes broad farce and burlesque and, like satire, tends to close on Saturday night. This awareness may escape the horn-rimmed young men with lots of tuition, but no intuition. They may not dig the difference—but the difference is devastatingly different to women. You simply can't fool a female with labored rehashments of what began as a subtle spoof.

They Never Stop Looking for a New Look

Yet, in spite of all my downsmanship, our business happens to be always on the upbeat, really. The cosmetic business is *almost* a depression and recession-proof business because of the fact that women are eternally restless. Women loathe status quo. They'll never stop looking for a new look, and they'yll never be satisfied with it when they find it.

■ But you can't be greedy. Women's foibles are your future, her face is your fortune, but you can't *laugh* in her face. You can't expect her to swallow an outlandish absurdity. Even though you say what you say with fun and flair there's got to be foundation in fact. She can't ever get the funny feeling you're fooling. She can't ever get the impression, from the outlandishness of the promises, that meanwhile back at the lab you're dying laughing. Because if you aren't careful you can really *die* laughing—at least if you're laughing at her.

It's part of the paradox of the cosmetic business that you have to have laughter —but the right kind of laughter—in your ads because the ads must be fun. And you can't hardly have fun without laughing. As a matter of fact, sex is the only way to have fun without laughing.

Keep Laughing

No, keep the good clean fun and the lilting light-hearted laughter, but never, never lie. If you can't promise concrete benefits, don't feel that you have to invent them. Having benefits isn't even necessary. But you must give her some sort of personal reward. Other industries are learning this rock bottom truth. Quaker Oats has learned it. You might think that Quaker Oats, of all companies, could promise concrete benefits by the carload. Yet in the current Quaker Oats campaign not one single concrete benefit is promised or alluded to. I quote from the Quaker Oats ad in the March *McCall's*.

A mother is talking, in 24-point type, about serving her school-age daughter Quaker Oats for breakfast. She says: "It warms her up inside, and gives her something extra to keep going on." Now who would think that the flashy cosmetic industry could learn from Quaker Oats? But that's exactly what *we've* got to do, *too*—"warm her up inside and give her something extra to keep going on."

■ I will close with a brief poem. Keep a sharp ear for the rhymes because they will be almost impossible to recognize:

You can't promise a girl a trip to the moon and then let
her down in Levittown, Pennsylvania—
if ads make a fool of her she may just
pick up a twenty-seven dollar and
fifty cent jar of your product and brain ya.
If you write cosmetic advertising you have to resist the
temptation to lie a little or indulge
in magician's slight-of-hand or hat tricks—
particularly if your Madison Avenue office, like mine,
looks down on the roof of St. Patrick's.
You can lead the old gray mare back to the thermal waters of a
secret spring in France but you can't make her drink
because believe it or not in the last thirty years women have
actually learned to think.
Fantastic product claims can be made today only if
your lab can come up with a bona fide miracle;
you can't expect your advertising agency to make a silk purse
from a sow's ear—or to make a square product spherical.
You see, ads are written by fools like David Ogilvy and me—
but even *David* can't make a tree—
although I admit that Rosser Reeves
just might be able to make the leaves. #

Letter from a Young Man in Advertising

By Kenneth Groesbeck
Advertising Agency Consultant

I am an account executive, considering a job with another advertising agency. My primary functions will be contacting, planning, and developing new business. Your breakdown of 5-2-3-2-3 is being applied to determine my remuneration. Besides the 15% this agency receives, it also receives a fixed fee from most of the accounts I would handle . . .

Kenneth Groesbeck

My questions are these: (1) What would be an equitable arrangement for my remuneration from fees of the present accounts in the agency that I will contact, etc.? (2) What should be my portion, if any, of the fee from new business I might acquire for the agency?

This is a very reputable agency. They have offered me a little more than 1/3 of the fee for my services. *But, I would rather start out right, even though it may be less than their offer, and therefore prevent any future discord.*

■ While this young man's question is interesting and important, and I am answering it as well as I can below, I am sure all of you will agree that the last sentence in his letter is so unusual as to merit the closest possible consideration.

Here, if you please, is an Indiana youngster concerned primarily with the future welfare and satisfaction of his prospective employer, rather than his own.

I assume he is young—I don't know him and he doesn't tell me—but young or old, this man will go far, whose problem, as he sees it, is fairness to the other guy first.

And now to do what I can with his questions.

The 5-2-3-2-3 formula he mentions is, as most of you know, the suggested breakdown of agency expenditures into the five divisions of Overhead, Contact, Plans and Copy, New Business, and Profit. Assuming the agency grosses 15%, it may wisely spend the suggested percentages totalling this amount and do a good job of financial housekeeping.

■ Our friend asks, how should these portions vary in cases where the receipt of fees by the agency increases the gross income to a percentage higher than 15%? Many agencies, as we know, gross 20% or more in relation to total billing. They have to, costs being what they are.

I would say, stick to the same *proportions*.

Thus if an agency agrees with me that new business is worth 2% of yearly billing, when and as received, but this particular billing grosses not 15% but 20%, the agency can afford to spend 2.6% rather than 2%.

This account executive is to be paid, he says, according to my breakdown summarized above.

■ Fair remuneration will be preserved if the agency pays him for his services, be they Contact, Creative, or New Business, the percentages suggested. He says they have offered him "a little more than 1/3 of the fee" for his services. I am not sure what he means by this, but I imagine it is 5 15, or 1/3 of the gross income. If so, it is on the low side rather than the high one. For the combined services he mentions, most agencies will gladly pay a total of 7 15. The 7 is made up of New Business, 2; Copy, 3; Contact, 2.

However—and this is important—the account executive's contribution is not always so clear-cut and well-defined as this. Suppose he plans campaigns only, but someone else writes them? Suppose the boss goes along when he lands a new account? Reductions in the suggested percentages in relation to billing which an agency should pay must be made when the employe gets help in his work, whatever it is. The time of other individuals, including that of the agency owner, must go into any calculation of agency expenses.

■ As you all know, I am not entirely happy about salaries based on splits in the commissions received by the agency. About all that can be said in favor of this procedure, which is so common in our business, is that it is better than re-

FACT: In 1960 SPORTS ILLUSTRATED ranked 2nd among all magazines in pages of Beer, Wine and Liquor advertising

Not surprising, when you look at the 950,000 families who read SPORTS ILLUSTRATED every week. They're young (median household head age: 42—one of the lowest of all magazines) and they're substantial (median income: $10,835—one of the highest). They entertain frequently and well (last year they had some 210 million guests on occasions when drinks were appropriate). Above all they are active, social and sophisticated. If they weren't, they'd hardly be reading the kind of contemporary magazine SPORTS ILLUSTRATED is. More than 76% of SI families serve liquor in their homes; more than 75% serve beer; more than 60% serve wine. That's why 90 different brands are currently being advertised in SPORTS ILLUSTRATED, to reach one of America's best markets for beer, wine and liquor.

SI is a basic buy.

muneration based on comparative bargaining power. At least it has some foundation in fact, a formula an agency can follow without going broke.

What an individual is worth to an agency and what the agency can afford to pay may well be two very different figures. What we seek to set is some standard to start from. What we seek to avoid is such a statement as was reported to me last week made by a job applicant: "I can't live on less than $18,000."

Contrast this with our friend's "I would rather start out right."

Copy of all this by mail to our inquirer. If I haven't answered all his questions, further queries from him will be welcomed. He seems worth answering. Don't you agree? #

* * *

Kenneth Groesbeck's most recent books on agency procedures are available direct from their publishers. They are "Advertising Agency Success" (Harper & Bros., 49 E. 33rd St., New York, $5) and "Answers to 317 Agency Problems" (Moore Publishing Co., 48 W. 38th St., New York, $4.95).

On the Merchandising Front . . .

Think Small

By E. B. Weiss

As this nation moves toward a population of 200,000,000, with a gross annual product of uncountable billions, the so-called "national" market becomes even more of an illusion than it happens to be right now for by far the majority of national advertisers.

E. B. Weiss

Precious few national advertisers have true national distribution — true national sales. But traditionally we tend to think big—and, presumably, the national market is the big market for all and sundry.

Maybe the time is coming—if, indeed, it is not already here—when it will profit many advertisers to think small! However, the economic validity of this circumstance will be comprehended too seldom (and too late) by many marketers unless and until they shed the habit of years of automatically assuming that the marketing objective for every item in the line or added to the line is the national market.

■ This does not necessarily imply that the market objective should be local or sectional—although that could very well be the case in some instances. In a multiplying number of programs, however, it will involve setting up a segment of the shopulation as the logical target. Since derivatives of the word "fraction" are becoming almost as popular in "marketese" as the word "image," perhaps this marketing approach will be called "fractionated" marketing. I presume that sounds a bit more professionally impressive than "segmented" markets.

I prefer "think small" markets and marketing.

I suspect that "think small" marketing will assume a larger role in marketing not only because our population has become so huge, not only because our total national income is so gigantic—but also because very often there is apt to be a potential for a better net profit in think-small marketing than in national marketing. That won't be the case always, of course; but I do believe it will be the case in a growing number of instances.

■ National marketing bears some resemblance to the situation in mass retailing under which it has been assumed, for decades, that more retail volume assured more retail profits. The department stores were the first to fall into this economic trap. They have since been joined by the variety chains, the drug chains, the food chains. All of these chains have reached out for volume. They got volume. But with mighty few exceptions, their net profit performances have been shockingly poor and their return on investment even worse.

Similarly, a high percentage of merchandise lines seem to take the position that, once a dimly defined objective called "national distribution" is achieved, the net profit showing will automatically become highly satisfactory. That philosophy has not been much more sound than the more-and-still-more-volume philosophy of so many of our giant retailers.

It has turned out to be a questionable marketing philosophy for at least two reasons: 1. Few brands have ever achieved true national distribution and sales. 2. When so-called "national" brands are actually distributed and sold on a hop-skip-and-jump basis over the nation, total marketing costs tend to be uneconomically high.

■ Other reasons are also propelling some manufacturers toward the think-small market. For example, there is something of a reverse-the-field marketing trend in the appliance field, both for major appliances and for traffic appliances. Several manufacturers in both ends of the appliance industry have recently introduced special lines which are priced for limited markets and which are being distributed in a limited way.

The expectation is that these think-small lines may be merchandised with a minimum of the frenzied marketing that is so typical of the total appliance industry. (Very likely these moves were also at least partly inspired by the solid success of Magnavox which aimed specifically at segments of the tv market rather than at the whole market spectrum.)

■ I believe that more new-product planning will involve the consideration of new items for segmented markets. This would be something of a departure because the tendency certainly has been to contemplate new items primarily from the standpoint of their potentials in the national market. I believe also there will be something of a tendency to shrink the total geographical area involved in the disbursement of the total marketing budget in connection with existing lines having so-called "national distribution."

Perhaps also there will develop a new philosophy which will label as the "national" market *any reasonably sizable market segment!*

Thus the "national" market for gourmet foods would probably consist of distribution in only a percentage of food outlets and would consist primarily of families with above-average income. To select an arbitrary figure, the total market for gourmet foods for the next several years may involve no more than 20% of our families—but for gourmet foods that would constitute the national market.

Really, this is not so much a case of "think small" as it is a case of "think rationally." There is little question that thinking nationally in traditional images has led too many manufacturers into economically irrational programs. #

BIZ QUIZ

Compiled by Lester Leber

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 110.

1. Figures for the first quarter of 1961 show that dollar volume of magazine advertising declined by 1%. However, three categories showed growth with highest increase being in
   (A) Monthlies (B) Women's service (C) Fashion
2. Of these three magazines the one with highest cover price (25¢) is
   (A) *Look* (B) *The Saturday Evening Post* (C) *Life*
3. The staff of Harvard's "Lampoon" will parody the July issue of
   (A) *Playboy* (B) *Mademoiselle* (C) *Atlantic*
4. Tv stations derive largest share of their revenue from
   (A) Network shows (B) Local sponsors (C) National spot
5. During last five years spot television's greatest growth has been in
   (A) 8 to 10 seconds (B) 20 to 30 seconds (C) 60 seconds
6. Leading users of network tv are foods, toiletries and drugs. Next largest category is
   (A) Automotive (B) Tobacco (C) Soaps, cleansers and polishes
7. Six seconds on the NBC radio network cost $400. Rate for one minute is
   (A) $675 (B) $1,350 (C) $2,700
8. In which of these population groups is the largest number of cities with daily newspapers?
   (A) Up to 25,000 (B) 25,000 to 100,000 (C) Over 100,000
9. America's leading newspaper for r.o.p. color advertising is
   (A) *Los Angeles Times* (B) *Milwaukee Journal* (C) *Chicago Tribune*
10. As an indicator of general economic conditions, volume of business publication advertising
    (A) Precedes ups or downs by six months
    (B) Varies almost immediately with business activity
    (C) Lags six months in following the general economy
11. Top user of outdoor advertising is
    (A) Anheuser-Busch (B) Shell Oil (C) General Motors
12. Among airlines advertising for trans-Atlantic business biggest spender in the U.S. is
    (A) TWA (B) BOAC (C) Pan American
13. Of worldwide total spent on advertising, United States share is
    (A) One-third (B) One-half (C) Two-thirds
14. America's center of population is now in
    (A) Illinois (B) Missouri (C) Kansas
15. On which of these three categories do consumers spend the most money?
    (A) Tobacco products
    (B) Alcoholic beverages
    (C) Cosmetics, beauty treatments, etc.
16. Of all washing machines, refrigerators and tv sets, those bought by people under 35 years of age represent
    (A) One-third (B) One-half (C) Two-thirds
17. When buying gasoline most motorists order by
    (A) Tankful (B) Dollars (C) Gallons
18. Closest figure to number of car dealers (new and used) is
    (A) 10,000 (B) 50,000 (C) 100,000
19. Of total drug store volume, share done by chains is approximately
    (A) 25% (B) 50% (C) 75%
20. From standpoint of dollar sales, most important sundry item in drug stores is
    (A) Lipsticks (B) Flashbulbs (C) Razor blades

What They Were Saying 25 Years Ago . . .

Statement of Saturday Evening Post executives, in launching a monthly series to counteract the "sweeping censure" of advertising (AA, April 20, 1936):

"Don't think it isn't being attacked. Derogation of advertising, of advertised products and of every business that advertises has moved from the stage of occasional wisecracks to organized calumny.

"From the halls of Congress to the platform of the village woman's club these things are being said: 'Advertised products cost too much; advertising loads the price of merchandising; only the second rate is *ever* advertised; advertising does not tell the truth; advertising is an economic waste and a tax on the consumer'."

FRESH AIR

America is a young place that never had an adolescence. From the sunny, July morning in Philadelphia when those men from the 13 Colonies signed Mr. Jefferson's document, we have been a world power facing adult problems.

The world has grown smaller. The power greater. Scales have tipped. Now our smallest action stirs a schoolroom in the Himalayas, echoes down a rural road in Africa, rouses a political meeting in . . .

Wherever peace and freedom are an issue, we are too. But what do others think? Are we a tyranny or final hope? Friend or blundering giant? Thomas Jefferson's ideal or a materialistic dealer? What do they think?

The CBS Owned Radio Stations recently brought fresh air to this question in a series of four programs called "The Anatomy of Freedom." To see ourselves as the new generations in Asia, Europe and the rest of the world see us, WCAU—CBS Radio in Philadelphia—commissioned Dr. William W. Tomlinson, Vice President of Temple University, to circle the globe and seek out the views of men and women of stature both in the United States and abroad, who are aware of the danger to free men everywhere should America falter in its course under the soft oppression of indifference and neglect.

The manager of each of the seven CBS Owned Radio Stations across America personally introduced the first broadcast on his own station. CBS news analyst, Robert Trout, was narrator for the series. What we heard was not all pleasant:

"I must admit that America hasn't so much spiritual appeal—spiritual attraction—to the young people in general in Japan . . ."*

". . . I believe that I express the Asian point of view when I say, that to us—what is important is not so much which nation sends the first rocket to the moon . . . to us, what is important is, which nation organizes its house best . . . and shows respect for the fundamental human values more than any country. That to us is the nation that will lead, and should lead and must lead the world."**

These ideas were aired on "The Anatomy of Freedom" over the CBS Owned Radio Stations. Idea broadcasting that keeps the air fresh with adult, informative programming. Which is why people really listen to

THE CBS OWNED RADIO STATIONS: WCBS NEW YORK, WBBM CHICAGO, KNX LOS ANGELES, WCAU PHILADELPHIA, WEEI BOSTON, KCBS SAN FRANCISCO, KMOX ST. LOUIS

*DR. HAORO MATSUMOTO, PROFESSOR OF POLITICAL HISTORY AT WASADA UNIVERSITY, ON "THE ANATOMY OF FREEDOM." **PHILIPPINE AMBASSADOR CARLOS P. ROMULO, ON "THE ANATOMY OF FREEDOM."

Jax Beer

tone of grays and blacks. The selling theme (by Bill Wall of DCS&S), is in the groove.

Each of the dozen or so spots is a funny thing. There's no continuity, as a series. (Jax is so all-over-the-place it isn't necessary.) Some of the gags may be recognizable, but who cares?

Sales are up. Distributors are flipping their six-pax, Jax. New outlets are opening. The brewery has been so swamped with viewer calls they now run an ad listing the schedules of the commercials on the tv page . . .

In radio, they're going for a *three-minute* spot (and so are stations, on a 1½ rate!). Title: "Jax Beer Party." Here, interspersed with the bouncy music of Don Elliott, are snatches of conversation one might hear at a party—only they're the tidbit highlights of the Nichols & May tv tracks . . .

Needless to say, Jax is finding this the first tv commercial campaign that appeals equally well to Dallas suburbia, bayou backwoodsia and the heavy Negro market in New Orleans. Pretty cagey, huh?

Narragansett beer, up in New England, is reported to have bought the same idea from DCS&S. And it seems highly likely, we'd guess, the agency will entice another regional beer or two with the same idea.

Beer should be so much fun . . .

Chun King, Funnee Story . . .

On the live action side, Chun King has a side-splitting money maker of its own. It's a Stan Freberg. And that's a good way to start an argument.

Agencies (most of 'em) hate Mr. Freberg's guts. After all, he's preempting their creative prerogatives and that's a pretty touchy spot for an agency to get itself preempted in.

Advertisers (most of 'em) like Mr. Freberg. He has a wit that pays off at the cash register.

So you can get an argument. Stan's new radio spots for Cheerios are great. Stan's new radio spots for Butternut coffee are atrocious. Stan's Kaiser Foil tv spots opened 43,000 new outlets. Stan's Chun King spots goosed up business 40% in tv markets.

You pays your money (lots of it!) and takes your choice.

Prize of the Chun King series is the "elevator" spot. Man enters crowded elevator and addresses the upgoing assemblage on the merits of not being slaves to habit. He refuses to face the front, himself. He harangues them on food, suggests they break the American food habit of sameness: Try a little light Oriental food for a change.

Of course, he has no personal interest, he insists, as he backs out of the elevator and through a door liberally marked "Chun King." —Cut back to the elevator and its giggling passengers . . . all Orientals . . .

It's a funny spot. It gets the message across. It sells.

And it stirs up a little green-eyed, gray-flanneled envy . . .

Unscrambling the Eggheads

Still in the merry-merry month, it's

Chun King

McMahan on TV Commercials . . .

Merry, Merry Month of May: Madness That Moves Merchandise

The McMahan Tv Commercials Library, an analytical service now offered to agencies and advertisers, will be adapted as a short-reel series of visual aids and "case histories" for use in teaching advertising, marketing and production, starting next September. Universities and adclubs interested in such teaching tools are invited to communicate with Mr. McMahan, c/o Advertising Age.

By Harry W. McMahan

This year the merry, merry month of May is practically splitting its side. The commercial side, that is. (The program side is still pretty dull . . .)

Some of tv's program clowns, like Skelton, like Benny, would love to earn a laugh track as uproarious as some of the honest yuks these commercials get these days. Chuckle my cash register but selling hasn't been as much fun since Madame DuBarry tickled the secrets out of Louie Five-and-Ten.

Harry W. McMahan

Now, we've spake our piece a time or two about commercials designed for laughs rather than sales. —But excuse the present company. These deliver the message with a boffola. *And* sales. Here blends the tinkle of laughter along with the tunkle of coins in the till.

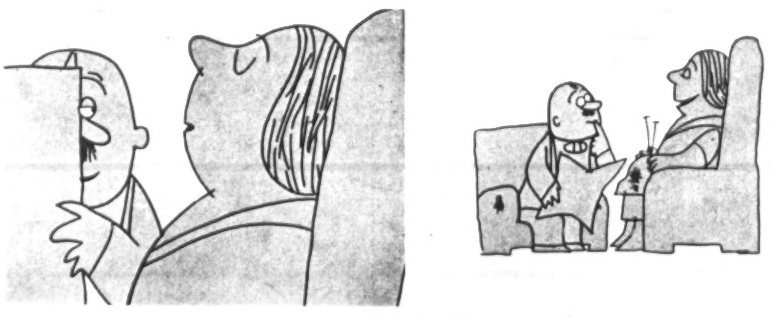
Jax and Better, to Open

Jax beer (Jackson Brewing Co.), down New Orleans way, for instance.

Wouldn't you think if anyone was going to use Mike Nichols & Elaine May, they'd use 'em *on camera*? Not Jax beer. Not Doherty, Clifford, Steers & Shenfield, its new agency.

Nope, they just recorded their voices, ad libbing. Trimmed 'em down to length. Then cartooned 'em.

The animation (by Pelican) has its own wit. The design (by Hal Gerhardt, Modri Gerstein), is a fresh and distinctive two-



Aluminium Ltd.

fun to see the Aluminium "man-and-wife" commercial cropping up again.

■ This is an intriguing use of humor to accomplish an institutional job: explain why "Aluminium" has that extra "i" in it, relate to the program vehicle, "Omnibus," and the while warm up the corporate image with a friendly sense of humor.

The technique is cartoon, and again we find the voices from two show business stars: Howard Morris as the patient husband trying to explain to his wife how "Aluminium" makes aluminum; Kaye Ballard as the wife who comes through dim-witted comprehension to save the day, finally, when hubby trips on "Omnibus."

This is a perfectly delightful little classic that should be around for several seasons. JWT is the agency. Group, Detroit, produced.

Felicitootions!

Volkswagen For-Funning

We've commented before about Detroit's tired automotive advertising this season. With rare exceptions, it's dreadful.

Volkswagen continues to outmaneuver most of 'em on the streets, in sales and in advertising (tv, print and outdoor).

Doyle Dane Bernbach has another VW commercial in their deft, delightful, breezy style. It's a voiced-over guessing game with a little girl's "What is it . . . seats nine people with all their stuff? . . . is more fun than a convertible? . . ." and so on. Clever camera angles reveal just enough to intrigue as the story rolls on with the load of youngsters going to the beach. At the end our little pig-tailed gap-toothed heroine rushes into camera with the answer: "It's my daddy's Volkswagen station wagon, silly . . ."

Incidental footnote on VW's sales: In 1960, it sold 185,000 units (up from 150,000). In January, 1961, it swept on to a plurality in sales over the foreign car field: 52% (up from 29%). Renault, its nearest competitor, meanwhile dropped 71% from its comparable '60 figure. And, of the American compacts, VW outsold Comet, Valiant, Tempest and Lark. No small feat.

No small brain-power, either. Just how many agencies could have done such a thoughtful job of selling this ungainly little bug—Hitler's People's Wagon—against all the odds of Detroit's research to the American public?

They used to say VW succeeded because it had the magic of "foreign car." In view of the general fiasco in that area these days, what say now?

I say: *Great advertising* . . . in all media.

Coffees of Colombia: Sequel

Add satire to May's merriment. It's a commercial in happy parody of the David Susskind "Open End" show and it's for Manger Hotel coffee in the New York market. Title: "Either End."

Jack Guilford is the star but the technique is the surprise. Still photos videotaped to the zany panel's sound track make for much of the amusement. The Wexton Co. did it at NTA Telestudios.

Incidentally, this is one of the new coffees now featuring the Coffees of Colombia blend. Proof enough the campaign of "Juan Valdez" in print and tv last year paid off. This Colombia campaign is renewing and extending its markets this year. It even will try its hand in Europe. Not bad results for an "institutional" campaign.

Funny Technique

Bugs are always a problem (maybe VW brought up the subject!) and insect sprays don't have it easy getting on tv.

Cartoons, yes. Live action, no.

But Isotox, out California way, comes up with a new solution: Third-dimensional bugs in stop motion, with an animation design setting.

Real "beat" music and language makes the sound track.

Imagination Inc., San Francisco, came up with the technique. John Magnuson wrote and produced for McCann-Erickson, same city.

Favorite Cereal Stories

We're a bit behind on all the commercials we'd like to review in this column. There's a backlog of about two dozen good ones including several in our favorite field of cereals.

Post has a great new audio-visual effect in "Shucks" and General Mills is doing sharp selling with its Trix Rabbit, but we'll hold those till another month.

Overdue for a bow is "Whoo, the Wizard of Oatz" for Kellogg's All Stars. We especially like a recent twist in this campaign in which Whoo (who but Cyril Ritchard?) explains his task of putting the holes in the All Stars. He asks for audience help. Alakasam!

"Egad! What a large one!" or maybe "My word! Somebody hiccuped!" (as a double hole appears). The trick is that the same commercial was made with five variations in that particular sequence.

Another cutie from Kellogg's is a commercial called "What to Buy." There's a bright little youngster, in live action, about to pick a cereal in the supermarket. The five cartoon characters on the five Kellogg pre-sweet packages vie for his favor. Each, from Tony, the Tiger, to "Whoo," tells the merits of his product.

Amidst this misery of choice a happy solution comes as our young man picks the Snack-Pak which contains all five.

Burnett, of course, is the Kellogg agency. Art Babbitt of Quartet (but soon setting out on his own) directs the "Whoo" series, while Gus Jekel at Filmfair was zoo-keeper for the Snack-Pak's merry menagerie.

High Wattage from Mr. Magoo

One final entry in the May funfest: Mr. Magoo.

Here's another great story of print and tv integration, with a rousing sales success.

GE's agency, BBDO, has done an artful job of guiding this established cartoon character into advertising usage. The print ads rack up top "read most" scores. The commercials have a load of entertainment value—but never miss the selling message.

Whether the near-sighted Mr. Magoo is a political candidate, a cosmonaut to the moon (this was a "to be continued" commercial, in two parts) or a hayseed farmer, he's always illuminating the message of the new GE bulbs.

Live action inserts embellish with a demonstration, now and again, and an "eye-chart" that says "It's Easy to See the Best Bulbs Are G-E" is sure to get worked in somewhere along the way.

Sales results of the print-tv Magoo campaign are called sensational.

"Mister Magoo is the greatest thing that ever happened to bulb sales," is the word from Martin King of GE. "By every standard he is tops in interest, impact and play-back."

UPA is the licensee for Magoo. Jim Backus, as always, is the near-sighted voice.

—So much for the merry, merry month of May.

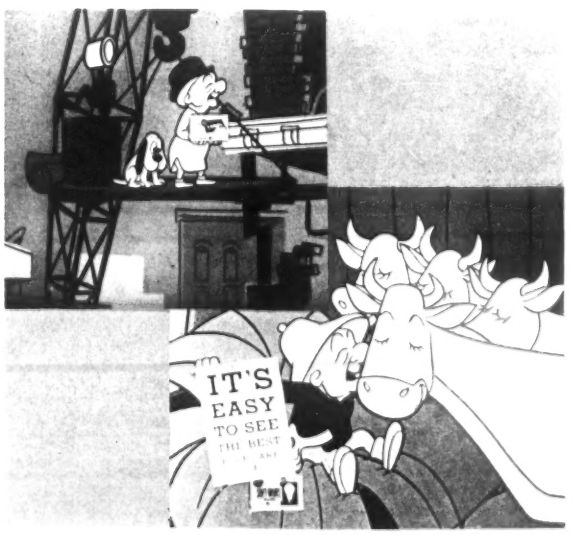
Spelled May-zumma . . . ≡

Volkswagen

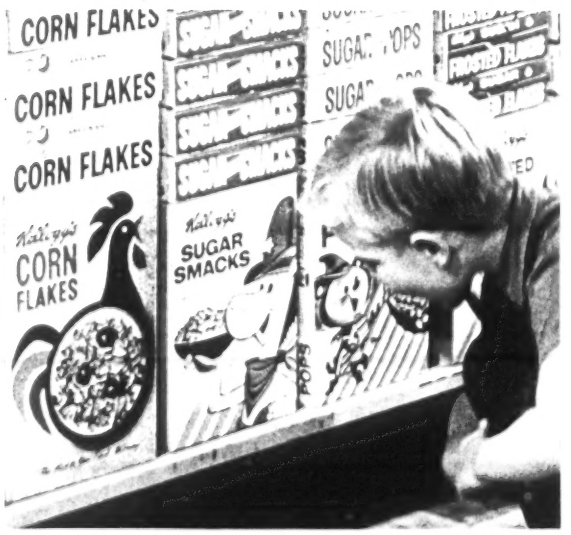
Manger Hotel Coffee

Isotox

Kellogg's All Stars



General Electric



Kellogg's Snack-Pak

Employe Communications . . .

Multi-Company Employe Paper Makes Bow

By Robert Newcomb and Marg Sammons

An unusual approach to the problem of employe communication in the small or medium-size plant has recently emerged from the communicative brain of Kerker-Peterson, Minneapolis advertising agency. It may suggest a solution to the problem faced by many small concerns with the zeal to publish an employe journal but without the wherewithal to do it individually as well as they think it should be done.

This development in employe journalism has taken place at the Science Industry Center, located on a 190-acre site in suburban New Hope, north of Minneapolis. The project is patterned after Stanford Industrial Park in Palo Alto, Calif., set in appealing surroundings and designed to offer an attractive working environment. Four companies are already established in the center, and probably two dozen will be located there, it is planned, when the project is completed.

■ The desirability of cooperative communication became apparent when it was realized that individual companies of the center will frequently be associated in joint proposals, and will often supply products and services to one another. The sponsors of the modest but effective four-page "News" feel that a complete understanding of operations of neighboring companies will be helpful to all, and this is what the publication is designed to provide.

The first issue took up the progress report of the project itself, discussed housing, transportation and joint recreational activities. As the number of residential industries increases, the sponsors plan to broaden the editorial base and to grow along with the project itself by covering the news and personnel. International Properties, which developed the plan, is sponsoring the first few issues —with a strong assist from Kerker-Peterson—but it is expected that shortly a committee of companies will take over direction of the publication. The agency wisely chose an experienced industrial editor to pilot the job—Rhoda Jacobs, formerly with Minneapolis-Honeywell.

■ The idea of a cooperative employe publication of this type suggests a number of practical advantages. Through sharing the cost of the journal, the participating companies buy for themselves a professionally edited job, something they probably feel would be unwarranted otherwise. With professional direction and responsibility, the publication promises to appear on schedule, whereas the paper handled as a part-time function of an overloaded personnel department runs the risk of quick self-extinction.

Opponents of the cooperative publication idea will point out that the participating companies tend to lose their identity, that the project becomes a commercial paper instead of a publication for employes. Possibly, but the first issue of the center's "News" doesn't indicate it. The reader gets the impression that quite a few people with common interests have gone into the publishing business together, to talk about the things that interest them and all their employes. Along with the news there's a lot of neighborliness in it. The paper seems to be encouraging the readers not only to know the participating companies better, but to get on a friendly footing with the people who work for them. #

The Creative Man's Corner . . .

All That Art and No Copy

HERE'S TO YOUR HEALTH...WITH THE GREATEST MIXER OF THEM ALL! REFRESHING...NATURALLY DELICIOUS...AND IT'S A GOLD MINE OF VITAMIN C! PURE GRAPEFRUIT JUICE FROM FLORIDA!

ONE DELICIOUS FLAVOR

As observed in this column previously, the art boys, these days, are really giving the copy boys a run for their money. Take these three ads. The art work is superb. But what do they leave you with after the intriguing art work has caught your vision and your curiosity?

The extra value, the extra goodness you always get when the label says Swift's Premium . . . The greatest mixer of them all . . . The smoothest whiskey this side of Canada.

This is creativity? This is great advertising? This is where we stand after almost a century of advertising as a business and profession?

Certainly no one can claim these ads are objectionable. But neither are they persuasive, convincing. In fact, they say practically nothing at all. Their sole contribution to further the sales of the advertisers who paid for the space in which they appear is to leave a pleasant but fast fading impression.

Where are the great copy men today—aside from those who waste their time running agencies? Modern writers seem capable of only two things—writing meaningless copy to go with well-done art work; or writing copy so poorly done as to incur the wrath of the Federal Trade Commission. Little ability is required to achieve either of these ends. And it's little ability that these ads reflect. #

Learning from the Retail Ads . . .

The Professionally Competent Institutional Ad

By Clyde Bedell

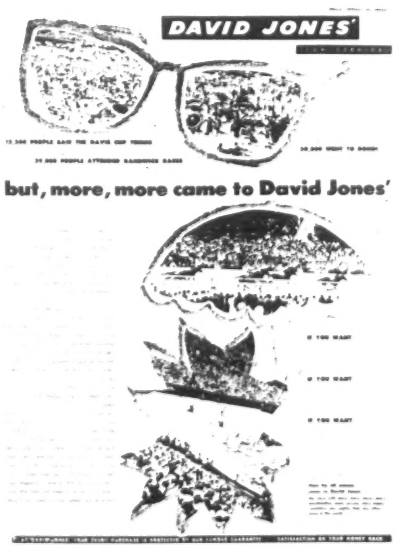
This ad was run 'way down under. Sydney is Australia's largest city. David Jones is Sydney's greatest store. And it's Australia's greatest prestige department store. I have reproduced an ad or two from this store in the past.

The woman who heads up promotion and advertising here started working in the store as a mail girl in (Sir) Charles Lloyd Jones' office (head of the store) when she was 14 years old. That was a great many years ago. But her advertising is as fresh and competent as any young person's.

The ad first quotes attendance figures at a tennis match (in Australia, what else?), at the races (naturally), and at Bondi Beach (two days after Christmas. That's when you get your suntan in the antipodes). These figures range from 15,-500 to over 50,000 people.

Then it says: "but, more, more came to David Jones'. On one single day last week DJ's was visited by no less than 103,000 people . . . . It's nice to remain top attraction against all sorts of outdoor competition, and to our loyal fans we say thank you, and call again as often as you can."

The ad progresses with informative



copy on services and the store's guarantee. Down the right-hand side, under the "if you want" headings are such items as

"woven name tags for your children's clothing
batteries for your torch (flashlight)
a pale pink saucepan
gloves flown in from Paris in a precise shade
a collar for your dog
a really reliable asbestos-type pot holder
a Royal Copenhagen figurine
floor rugs from Denmark, India, America
silks from Thailand
phony eyelashes from New York
to choose a lipstick from 500 different colors
a mud pack, a bubble bath
indoor plants, a beach umbrella
school shoes in 102 different fittings
and finally—
then by all means
come to David Jones'."

Advertising is usually fun to do when you can be imaginative and different. It is fun that's profitable to an advertiser, however, *only* when in addition to being imaginative and different, one is also doing the advertiser a lot of good. This ad is in the best tradition of much-loved stores talking intimately and enthusiastically to their customers. #

"WHAT RECESSION?"

The Southern farmer can afford to smile and ask that question. In fact, today, when markets across the nation are generally cutting costs, the Southern farmer can afford to *buy* just about anything he wants for farm and family.

The proof is in the figures: The South's cash farm income *rose* more than $229 MILLION in 1960 to an all-time high of $10,309,576,000.00! Adding farm income from *all* sources, this total goes up to an estimated $13½ BILLION. That's a huge roll of spending money – even for a big, booming 16-state market!

Are you getting your share of this rich farm market? The surest way is through the advertising pages of The Progressive Farmer. You reach 1,408,000 subscriber families . . . over 5,770,000 readers, most of them virtually *exclusive* to The Progressive Farmer. For example, The Progressive Farmer adds *over 2½ MILLION unduplicated readers* to the combination of Life, Look and The Saturday Evening Post.

So–beat the recession! Start now to let The Progressive Farmer help you sell where they're buying–in the rural South.

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

The Peeled Eye Department . . .

What Next for This Versatile Gal?

By Dick Neff

Well, DOES She?

That ever-changing "Miss" Clairol girl is being seen with younger and younger men all the time.

"Does she or doesn't she?" the ads used to ask, with "Miss" Clairol, a sexy-looking doll if we ever saw one, peering out meaningfully from under her mascara.

Dick Neff

Then to make it crystal clear that the headline's phraseology was conceived with only the purest of motives and that it referred only to "Miss" Clairol's hair, they had her rubbing noses with a young man who was either the luckiest and probably most unappreciative ten-year-old brat who ever got to pose with a real, live, grown-up ex-Camp Fire Girl, or the most cleverly made-up midget who ever put one over on the casting department.

Naturally, a few wise guys started asking questions about her robbing the cradle, so the makers of Miss Clairol apparently decided to make their pure intentions even more unmistakable.

The ad shown here accomplishes that all right, but it has us wondering just

where it will all end.

If this keeps on, they'll be showing her in an interesting-looking condition soon—and changing the headline to "Is she . . . or isn't she?"

Free Ad Translation and Condensation Dept.

"The Story of Our Celebrated Neckwear," reads a leaflet by New York's famous Brooks Brothers . . . "No other neckwear receives more exacting attention to every detail than ours.

"For example, we designate every color and pattern of our traditionally famous English Silk Rep Stripes . . . "

Translation: We tell our suppliers which ties we want.

Ad-ecdote Dept.

Pawing through our ad-ecdote file we came up with this one the other day, from one Walter V. Grow of Camp White, Ore.:

"A valued client in the Stocton advertising agency where I worked as an apprentice artist was the Italian-born owner of a macaroni products company. Usually, we worked with his local business manager, but for some reason Mr. Baldini himself was supervising our designing of his new labels.

"Ralph Storm, the art director, had drawn up several 'roughs' of the projected labels, which featured a slender, smiling brunette cradling a sheaf of ripe wheat in her arms. But design after design failed to please Mr. Baldini. Since what little English he spoke was heavily laid Italian accent, all we could make out of his dissatisfaction was, 'She's-a no' pretty.'

"The third unfruitful conference left us ready to send for an interpreter or a straitjacket (and Mr. Baldini seemed to think the straitjacket might be fitting apparel for the entire staff).

"While Mr. Storm was helping the macaroni maker into his coat, I glanced out the window and noticed his waiting automobile . . . and in it Mrs. Baldini. Five-thousand watt inspiration suddenly glowed, and I reached for the rejected label drawing Mr. Storm had laid down.

"A moment later I caught his eye and he came over to my drawing board, 'Try this,' I urged him.

"Mr. Baldini's head bobbed in enthusiastic approval. 'She's-a pretty,' he beamed.

"The only change was in the girl's slender figure.

"I added 40 pounds."

And You'll Avoid Dirtying Your Rolls

Joseph Dever, society columnist in the *New York World Telegram*, tells his readers of this sign in stylish Southampton: "Drive Carefully. The Life You Save May Be Your Weekend Host's."

Next Thing You Know, They'll Massacre St. Valentine

"On a trip to Chicago (last December)," writes John B. Reely of McGill Graphic Arts Center, St. Paul, Minn., "I saw a couple of disquieting signs:

"1. Painted on the brick sidewall (facing South across the Wabash Ave. bridge) of the Silver Frolics night club is the information:

NO MINIMUM
NO COVER
NO ADMISSION

"Who cares about minimums or covers when you apparently can't even get in the place?

"2. There was a window sign in a women's specialty shop to the right of the entrance to the McGraw-Hill building on North Michigan Ave. which stated that a 'Liquidation of Christmas' was under way." =

BIZ QUIZ

Answers to the questions on Page 104.

1. **(A)** During 1961's first quarter, general monthlies increased their billings by 13%; women's service by 7%; and fashion books by 4%.

2. **(A)** Single copy prices are 25¢ for **Look**, 20¢ for **Life**, 15¢ for the **Post**.

3. For the July issue of "Lampoon," Harvard's humorists will edit and parody **Mademoiselle**.

4. **(C)** Tv station operators say their income comes from these sources: network, 20%; local, 25%; national spot, 55%. Spot revenue has been increasing while network has declined.

5. **(C)** Between 1956 and 1960, one-minute announcements and participations on spot tv grew by 75% (from $266,000,000 to $466,000,000). Billings for 8 to 10 seconds rose 43% (from $46,000,000 to $66,000,000). 20 to 30 second spots declined slightly (from $83,830,000 to $83,803,000).

6. **(B)** Last year tobacco companies bought $76,900,000 worth of network tv. Figure for soaps, cleansers and polishes was $69,400,000; for automotive and automotive accessories, $55,100,000.

7. **(B)** One minute of time on the full NBC U. S. radio network, excluding Alaska and Hawaii, costs $1,350 for either weekday or Monitor.

8. **(A)** 891 cities under 25,000 have daily newspapers; 414 in the middle group; 138 in the over 100,000 category.

9. **(B)** The **Milwaukee Journal** increased its color linage last year by 24% to 3,663,806, thereby maintaining its lead in this field. The **Los Angeles Times** and the **Chicago Tribune** followed.

10. **(C)** Business publications show about a six-month lag in following the economy either up or down. Advertising volume declined during final quarter of 1960 and first quarter of 1961 but publishers expect it to start moving up soon.

11. **(C)** General Motors invested over $10,000,000 in outdoor media last year. Ford followed with $5,500,000. Then came Anheuser-Busch with $4,500,000 and Shell Oil with $3,500,000.

12. **(C)** Pan Am is spending $5,000,000 a year in advertising for trans-Atlantic passengers, whereas BOAC and TWA invest $2,500,000 each. Smallest budgets in this field are Icelandic's $200,000 and El Al's $350,000.

13. **(C)** Estimates for 1960 show that advertisers spent about $12 billion in the U. S. and about $6 billion in the rest of the world.

14. **(A)** Our population center has moved 57 miles west from its 1950 location but it is still in Illinois. A straight line drawn through Centralia, Ill., in any direction would have as many people living on one side of the line as on the other.

15. **(B)** In billions of dollars U. S. consumers spent during 1959 the following: 9 for alcoholic beverages, 6½ for tobacco products, 4½ for cosmetics, beauty treatments, etc.

16. **(A)** "Age of acquisition" for durable consumer goods is over 35, not under. In the last quarter of 1960 people over 35 bought 66.8% of all washing machines, 67.1% of refrigerators, 66.9% of tv sets. Even more surprising, they purchased 76.1% of new cars.

17. **(A)** 70% of motorists say "fill it up." 25% buy by the dollar with $2 worth being most popular. Only 5% order by the gallon (usually 5 gallons at a time).

18. **(B)** There are 32,000 new car dealers. Another 25,000 sell used cars only.

19. **(A)** There are ten times as many independent drug stores as chain store units and the independents do 77.4% of the $7.7 billion in combined sales.

20. **(B)** Consumers spent $39,400,000 in drug stores last year for flashbulbs as against $37,600,000 for razor blades and $36,700,000 for lipsticks.

Salesense in Advertising . . .

How Silly Can You Get?

By James D. Woolf
Advertising Consultant

James D. Woolf

I think I know a little about shoe advertising. I not only began my business career as a sales clerk in a retail shoe store, but I have since directed the advertising on two national women's shoe accounts. Never have I seen a shoe ad as idiotic as the Mademoiselle ad as shown here. Not only is the reason for the picture beyond my powers of comprehension, but the headline—"Mademoiselle the lovabull Shoe"—simply slays me. Get it? Lova*bull*! How imbecilic can you get?

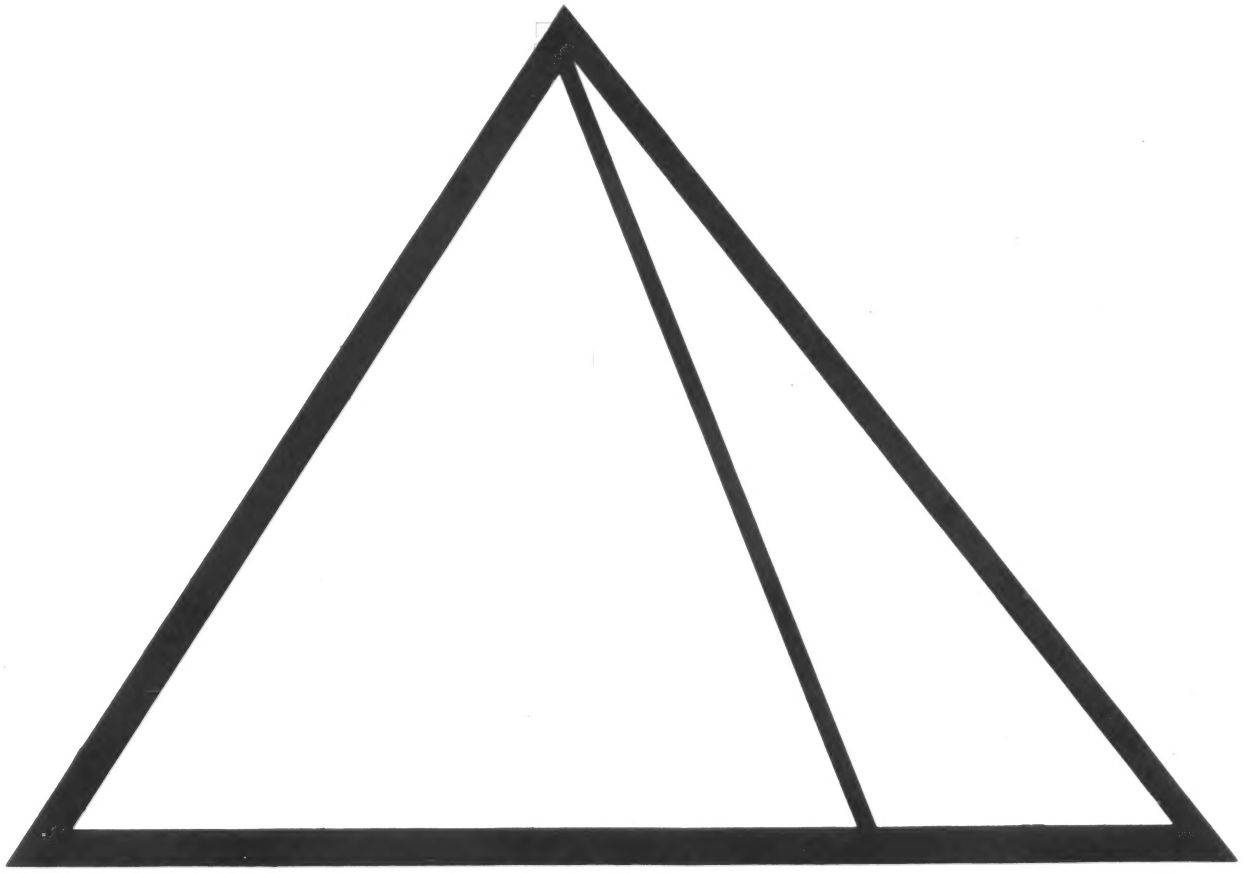
Women buy their shoes on the basis of style, comfort and price. By no stretch of the imagination is this ridiculous bull a symbol suggestive of any of these virtues. It certainly isn't a symbol of fashion and elegance; it has no connotation whatever of quality. This ad is nothing more or less than a desperate bid for attention, but it won't sell shoes. It is just plain silly. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

IT'S BEGINNING TO LOOK LIKE A PYRAMID

The average net paid weekday circulation of the Herald Tribune for the month of April was up in excess of 40,000 copies, a gain of more than 12% compared with April, 1960. And this gain comes right on top of three consecutive six-month-period* gains, each bigger than the last. Has all the earmarks of a trend, hasn't it?



* Periods ending March 31, 1960, September 30, 1960, March 31, 1961

Increased readership means increased response to advertising. The Herald Tribune was the only New York weekday newspaper to gain in Total Advertising for the month of April and for the first four months of 1961.

Herald NEW YORK Tribune

TOTAL WEEKDAY ADVERTISING LINAGE *Source: Media Records*
(First 4 Months, 1961)

	Gain or Loss
Herald Tribune	**+ 28,696**
Paper A	− 10,982
Paper B	− 63,003
Paper C	− 87,118
Paper D	− 99,454
Paper E	−104,809
Paper F	−295,748
Total Field	−632,418

Just look how HIGH *The Detroit*

UP 53% Weekdays*

NOW...

733,583 TOTAL PAID

252,910 MORE THAN A YEAR AGO!

In Detroit's 3-county metropolitan market, where 1,080,000 families spend $5-billion annually, The Detroit News has 64% home coverage weekdays, 71% Sunday.** Of all families in this big marketplace who get a Detroit newspaper, *4 out of 5 get The News.*

News circulation has jumped!

UP 44% Sunday*

NOW...

920,607 TOTAL PAID

280,528 MORE THAN A YEAR AGO!

No other Newspaper in the nation's top five markets gives its advertisers such *saturation* coverage of mass market buying power . . . nor such low milline rates —only $1.91 weekdays, $1.68 Sunday.

To sell Detroit effectively and economically, *just use The News!*

**average paid circulation 11/7/60-3/31/61 reported in Publisher's Statement to A.B.C. subject to audit, for 6 months ending 3/31/61, compared to The News A.B.C. figures for period ending 3/31/60.*

***Sixth Quinquennial Survey of the Detroit Market, 1961.*

The Detroit News

INCLUDING BEST FEATURES FROM
Detroit Times

NEW YORK OFFICE: Suite 1237, 60 E. 42nd St. • **CHICAGO OFFICE:** 435 N. Michigan Ave., Tribune Tower
PACIFIC OFFICE: 785 Market St., San Francisco • **MIAMI BEACH:** The Leonard Co., 311 Lincoln Road

South Dakota Names Broyles

PIERRE, S. D., May 16—The South Dakota highway department has awarded its publicity division account to Galen E. Broyles Advertising, Denver. The account has been billing at the rate of $175,000, of which about $143,000 is commissionable.

Ironically, the Broyles agency was the only one of the ten contenders which did not make a presentation to the commission last April 6 (AA, April 10). Although it was invited to make a presentation, the agency declined originally because of the objection of a client. Later, the objection was withdrawn and Broyles reentered the competition and made an account-winning presentation.

■ The other agencies which solicited the account included Aubrey, Finlay, Marley & Hodgson, Chicago; Rippey, Henderson, Bucknum & Co., Denver; Maurice Paulsen Advertising and Rohn & Associates, both of Sioux Falls, S. D.; Knox Reeves Advertising, Willis & Borg, William L. Baxter Advertising and Graves & Associates, all of Minneapolis; and Dean Nauman Advertising, Rapid City, S. D., the incumbent agency, which has handled the account for the past two years.

Broyles' contract period will run from Aug. 1 until July 31, 1962. The Broyles agency has held the Colorado tourist advertising contract since 1941, has worked as the agency for the Denver Visitors & Convention Bureau, and has worked in the development of Colorado Springs and Aspen as resort areas.

Indiana Invites Four Agencies to Vie for Toll Road Account

INDIANAPOLIS, May 16—The Indiana Toll Road Commission has invited four agencies to make written presentations for its $75,000 account. The deadline for submitting the presentations is May 26.

The four agencies which have received the invitations are Bozell & Jacobs, whose office here has had the account for about three years; and three Indianapolis agencies—Caldwell, Larkin & Sidener-Van Riper; Carlson & Co.; and Martin & Associates.

The seven members of the toll road commission are expected to decide some time in June if Bozell & Jacobs will be retained or a new agency will be hired.

■ Earlier last week, the State of Indiana's department of commerce and public relations, after a three-month search, selected Carlson & Co. to handle its $40,000 account. The department also retained Mark Gross & Associates, which was just merged into a new agency, Handley, Gross, Luck & Miller (AA, May 8), as a consultant, and it bought a layout idea from a third agency, Murray-Zickle Advertising Associates.

The Gross agency had handled the account for the past eight years under two Republican administrations. Carlson & Co. presumably will be the commerce department's agency for the next four years.

Other finalists for the $40,000 account included the Bozell and Caldwell agencies and Ruben Advertising Agency.

17 AGENCIES VIE FOR MINNESOTA ACCOUNT

ST. PAUL, May 16—The State of Minnesota's department of business development is seeking an agency to handle its $75,000 account and has sent invitations to 17 agencies in the Twin Cities to solicit the account.

The department's contract with its present agency, Bozell & Jacobs, expires June 30, and it was indicated that the agency has little chance of keeping the business. Bozell & Jacobs has had the account for the last six years, but the political climate changed last November when a Republican was elected governor.

The agencies have been given a deadline of May 20 to submit written proposals. A committee of six business executives and state officials will narrow the list down to six finalists, who will make final presentations the week of June 5. The committee will select a new agency by June 15.

■ Members of the committee include David Lilly, president of Toro Mfg. Co., committee chairman; Otta A. Silha, vp and business manager of the *Minneapolis Star* and *Tribune*; Howard Cooper, vp of Minnesota Power & Light Co.; Don Padilla, a partner of Padilla & Sarjeant Inc.; James W. Clark, a commissioner of the business development department, and John R. Kerr, director of publicity and promotion for the department.

Gov. Elmer L. Andersen has asked the state legislature for an additional $100,000 yearly to spend on advertising the state's vacation and industrial facilities. No action has been taken as yet on his request.

Galbraith, Hoffman Adds Two Accounts; Names Lawrence

Galbraith, Hoffman & Rogers, New York, has been named to handle advertising for Unicord Inc., Garden City Park, N. Y., U.S. representative for the Pianorgan line of Italian electric chord organs, and for Baltimore Trouser Co., manufacturer of Austin-Hill sportswear. McCarty Co. formerly handled Unicord.

Galbraith, Hoffman has appointed Gaius J. Lawrence, formerly ad director of Vogue Dolls, merchandising director.

Dearmin Heads IAA Unit

Charles Dearmin, Elliott Bay Lumber Co., Seattle, has been elected president, Industrial Advertising Assn. of Western Washington. Other officers are Rod Schmidt, Concrete Products Assn., vp, and Gordon McDowell, Cone Co., secretary-treasurer.

Number of Employes per $100,000 of Agency Income by Departmental Functions

Source: 'Rubel Service'

Department Function	Under $1,000,000	$1,000,000 to $2,000,000	$2,000,000 to $5,000,000	$5,000,000 to $10,000,000	$10,000,000 to $20,000,000	Over $20,000,000
	Agency Billing Size Groups					
Contact and Planning		1.5	1.2	1.6	.9	.8
Copy		.8	.9	.8	.8	.7
Art		1.1	.8	.7	.6	.7
Secretaries for the above		1.2	1.3	1.1	.9	1.0
Media		.4	.6	.5	.7	.5
Print Production	(1)	.7	.8	.7	.5	.2
Traffic		(2)	(2)	(2)	(2)	.2
Radio - TV		-	.1	.3	.3	.4
Research		-	.1	.2	.2	.2
P and P.R.		-	.1	.3	.1	.2
Total	7.0	5.7	5.9	6.2	5.0	4.9
Accounting		.7	.8	.5	.5	.4
	(1)					
G and A		1.5	1.1	1.4	.8	.8
Total	2.5	2.2	1.9	1.9	1.3	1.2
Total Agency	9.5⅞	7.9⅞	7.8⅞	8.1⅞	6.3⅞	6.1⅞

(1) Because most agencies in this size group are not departmentally structured a detailed tabulation was not developed.

(2) Traffic data incomplete for agencies in these size groups; traffic for them is included in Print Production.

Larger Shops More Efficient Personnel Users, Rubel Finds

CHICAGO, May 16—The larger the agency, the fewer employes per $100,000 of agency income are generally needed to operate the business.

That's one of the findings of a questionnaire survey by Ira Rubel, reported in the April issue of "Rubel Service," published by Robert Associates, Chicago.

For example, agencies billing under $1,000,000 require 9.5 people per $100,000 income, while agencies billing more than $20,000,000 need about one-third fewer employes, or 6.1 persons per $100,000 of their income.

Agencies in the $5,000,000 to $10,000,000 billings range, however, require larger staffs than agencies billing $1,000,000 to $2,000,000 or those billing $2,000,000 to $5,000,000.

Basis for the comparisons, Mr. Rubel pointed out, is agency income (commissions, percentage charges and fees) because agency billing is becoming more and more distorted as a yardstick as agencies adopt varying methods of compensation.

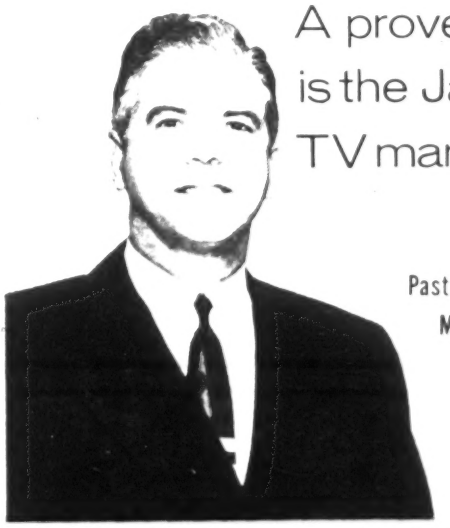
■ The averages determined in the survey do not necessarily represent the most efficient agency operations but rather are handy guides for evaluating an agency's operation by comparison with others, Mr. Rubel said.

Air-Lec Names Shumway

Air-Lec Industries Inc. (formerly Schoelkopf Mfg. Co.), manufacturer of operating equipment for industrial automatic doors, has named Shumway & Carman Advertising, Madison, Wis., to handle its advertising.

LETTERS with that FOLKSY Touch
Homey format, down-to-earth letters talk the readers advocate and SELL. Give Chas. Lesser at WJTV for particulars.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

"America's new economic strength lies in the South.
A proven leader is the Jackson TV market area."



Past President, American Muncipal Association
ALLEN C. THOMPSON
Mayor, Jackson

WJTV Katz 12 WLBT Hollingbery 3
Serving the Jackson, Miss., Television Market

Chesterfield Shifts to JWT

(*Continued from Page 1*)

joyed by Newport, which was launched at roughly the same time, and about 3% of Salem's share).

It was a tough year for Mr. Blount, his second full year as president. Observers had noted that he had a high regard for J. Walter Thompson Co., built through contacts over the years, and his daughter had been Stanley Resor's secretary.

Then there was Duke of Durham, L&M's high filter entry, which skidded to a stop when the FTC got the tobacco companies to abandon tar and nicotine claims.

McCann was the agency for Duke, for Oasis and for the regular and king-size versions of Chesterfield. Chesterfield lost less, percentage-wise, in 1960 than did Lucky Strike, Old Gold or Philip Morris. On the other hand, Camel and Pall Mall showed gains, and Chesterfield dropped from sixth to seventh place.

■ Nevertheless, the precipitous drop in Chesterfield sales came before McCann was on the account (sales dropped from 67 billion cigarets in 1952 to 32 billion in 1957) and the agency had conducted a holding action. Robert E. Healy, the chairman of McCann-Erickson U.S.A., said in a staff memo that he took pride in the fact that the loss had been shaved in each year (2.5 billion in 1958, 2 billion in 1959, and less than a half-billion in 1960. Chesterfield kings showed a gain of 10% in the March, '60-February, '61 period, he said.

He also said that the total advertising expenditure for Chesterfield was less than the comparable expenditure for any of the ten other leading brands.

■ This explanation is borne out by measured media statistics, which show Liggett & Myers spending about $23,600,000 total in measured media, far below major competitors (for instance, Philip Morris was spending $24,500,000).

Some observers have griped, for instance, that while Chesterfield has $10,000,000 put behind it, L&M filters have $15,000,000 behind them. L&M, which ranks just behind Chesterfield, last year sold 34 billion fewer cigarets and sustained a 2% loss against 1959—a bigger loss than Chesterfield's, 4%.

The hunch in the trade was that Liggett & Myers management was tired of telling stockholders why its sales weren't going better.

■ The major medium for Liggett & Myers' McCann brands has been television.

Gross-$ time billings for Chesterfield in 1960 were $4,400,000, according to TvB, while Duke and Oasis each had a time budget of about $600,000. Chesterfield moved to ABC heavily last year, buying "The Untouchables," "Adventures in Paradise" and "The Islanders" (later replaced by "Ben Haft Jungle"). Liggett & Myers' alternate week of "Twilight Zone" was also placed by McCann. Recently the company launched major New York newspaper campaigns for both Chesterfield and L&M, aimed at maintaining its grip in Gotham, where Chesterfield and L&M have been strong.

The shift may mark something of significance in J. Walter Thompson Co. While Thompson had Old Gold during the early '40s (and revised the apple honey campaign for the brand) there was always a tinge of reluctance in its approach to tobacco companies. Legend says that Stanley Resor could have had the Reynolds account many years ago if he had offered any kind of speculative presentation. ("Just a few chicken tracks on a piece of paper would have done it"), it ultimately went to ex-JWT vp William Esty.

Thompson had no prohibition against cigarets and had been in contact with Liggett & Myers a number of times over the years. The last time, when JWT men sensed "immediate interest"—was probably about two months ago. Did the shift have anything to do with Thompson's abandoning its longtime indifference to a liquor account? A top Thompson man said, "Thompson doesn't have a policy against handling liquor—it's a policy by practice." ≡

Last Minute News Flashes

Technicolor Consolidates Account at K&E

LOS ANGELES, May 19—Technicolor Inc., which last month appointed Kenyon & Eckhardt to handle its consumer products advertising, has consolidated its entire account with K&E by naming the agency for its motion picture advertising. McCann-Erickson is the previous agency.

Hamilton Watch Shifts Three Units to VanSant

LANCASTER, PA., May 19—Hamilton Watch Co. has appointed VanSant, Dugdale & Co., Baltimore, to handle advertising for its presentation (award watch) sales, industrial products, and precision metals and electronics divisions. A new budget is still under consideration. This portion of Hamilton's advertising has been with Beaumont, Heller & Sperling, Reading, Pa. The remainder of the U. S. account is handled by N. W. Ayer & Son, Philadelphia.

Trans-Canada Leaves Cockfield; Account May Split

MONTREAL, May 19—Trans-Canada Air Lines has finally moved its $1,600,000 domestic advertising account out of Cockfield, Brown & Co. The TCA account has been on the fence for over a year (AA, Feb. 8, July 11, Oct. 31, Nov. 7). While TCA will make no statement, it is reliably understood that the Cockfield, Brown segment of the account will be split between F. H. Hayhurst Co. and Foster Advertising. Stanfield, Johnson & Hill will be retained to handle collateral material, with an estimated budget of $400,000. In addition, Stanfield will also handle some air freight billings. McCann-Erickson, it is understood, will continue to direct TCA advertising in the U. S. This account is estimated at $1,000,000.

Unilever Assigns Brand to FC&B German Unit

FRANKFURT, May 19—Foote, Cone & Belding's office here has broken into the Unilever roster with its appointment, effective Sept. 1, to handle advertising for Sunlight soap. The brand, expected to bill about $300,000, was formerly with the Unilever house agency, Lintas.

Nalley's Names Compton for XLNT; Other Late News

• **Nalley's Inc.**, Tacoma, has named Compton Advertising, Los Angeles, to handle its new Los Angeles division, XLNT Spanish Foods Co. XLNT, which merged with Nalley's last week, bills about $250,000 and was formerly with Atherton Mogge Privett.

• **Nate Newman Grabin**, formerly with the Chicago office of Macfadden Publications, has been promoted to western advertising manager. He succeeds Al Degen, who resigned.

• **Eugene C. Judd**, formerly advertising director of Coty Inc., and Louis Sage, previously an account executive with McCann-Erickson, have joined Ted Bates & Co., New York, as account executives on the Colgate-Palmolive Co. household products division.

• **Callaway Mills**, New York, marketer of Callaway towels, carpets, rugs, and industrial fabrics, has appointed Sudler & Hennessey to handle its advertising. The account, which will bill $250,000 during the remainder of 1961, was formerly with J. M. Mathes Inc.

• **Procter & Gamble**, which spent only $5,000 to promote Tide in newspapers during 1960, is reportedly lining up papers for a new campaign for the detergent. Tide has not been in this medium for some time. Benton & Bowles is the agency.

• **National Car Rental System** has invited nine agencies to make presentations in June for its $600,000 account. They include Biddle Co.; D'Arcy Advertising; Erwin Wasey, Ruthrauff & Ryan; Fulton, Morriss-ey Co.; Robert Haas Advertising; Kenyon & Eckhardt; John W. Shaw Advertising; and J. Walter Thompson Co. A successor to Gardner Advertising, which resigned two weeks ago (AA, May 8), will be picked before June 30.

• **Grove Laboratories**, St. Louis, is test marketing Defenetin, a new muscle-relaxing tablet for relief of arthritis and rheumatism pains and body aches, in Columbus, O. Newspapers and spot tv are being used. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

• **Allstate Enterprises Inc.**, Skokie, Ill., a new subsidiary of Sears, Roebuck & Co., has organized Allstate Motor Club, which it calls "the first national motor club." Advertising plans and budgets have not been finalized for the new motor club, but advertising presumably will be handled by Leo Burnett Co., agency for Allstate Insurance Co. "Allstate Motor Club Magazine," a new quarterly magazine, will be issued to motor club members; it has not yet been determined if advertising will be accepted.

• **Norman Rose** has resigned as an account supervisor with Carson Roberts, Los Angeles, to form his own agency, Norman Rose & Associates. Leaving Carson Roberts with Mr. Rose is the Abbey Rents account, billing about $150,000.

• **Traville Corp.**, Detroit, new manufacturer of Travel homes and camping equipment, has named Campbell-Ewald its agency. The company will spring its first ad May 24 in the *Wall Street Journal*. Traville, formed by former Chevrolet dealer William E. Hanson, uses Chevrolet and Corvair chasis for its mobile homes, and plans to sell through Chevrolet dealers.

• **McNaughton-Laub**, Los Angeles agency that has specialized in industrial ads for more than ten years, has picked up a batch of consumer accounts, billing about $300,000, via acquisition of R. J. Forestal Co. The new business will boost the agency's billings to more than $2,500,000. The new accounts include several real estate developers, Double Cola soft drink and Sopp's car wash. R. J. Forestal will be vp of the agency's consumer products division.

FTC Adds 'Unfair' Ad Category to Its List for Policing

(*Continued from Page 1*)

tions on the use of a product before they buy it.

■ The FTC chairman said, "Advertising which is unfair but not literally false, deceptive or misleading is a broad category, and the legislative history of the FTC act shows Congress intended it should be.

"It is just as impossible for me to define 'unfair' today as it was for Congress to do nearly 50 years ago," the chairman said. "Congress intended this word to be interpreted as ingeniously as necessary in order to cope with the ingenuity of offenders."

Long ago the Supreme Court ruled that practices not involving fraud or deception may be unlawful because they are unfair, he explained.

■ Long ago the Supreme Court practices which affect the American public as seriously as deceptive ones. We intend to apply the test of fairness as well as deception to advertising practices, in order to afford as much protection as possible to the public and to fair and honest competitors," he said. ≡

FCC Queries Nets on Non-Standard Affiliate Contracts

(*Continued from Page 1*)

queries to include a request to all networks for copies of affiliation agreements which provide individual affiliates with non-standard compensation arrangements.

■ The inquiry seems to be closely related to FCC's impending move to eliminate option time (AA, May 8). While the commission has studied network and affiliate relationships in the past, some of the lines of investigation at the present time seem to be plowing new ground.

The latest staff move in the network-affiliates relationship situation came on the heels of the announcement that CBS will be using incentive contracts in the future. Under these contracts, affiliates will get only nominal compensation if they clear less than 60% of the CBS network offering, but they will get a 60% rate on all programs they clear over 60%.

FCC's interest in the CBS plan stems from the commission's historic option-in-reverse policy with respect to competition among networks.

■ While the investigation in no way implies an intention by FCC to outlaw non-standard contracts, it may be a measure of some of the effort that is going into preparation for the next go-around on option time.

A majority of the commission is convinced that option time ought to be eliminated. However, in a public notice two weeks ago the commission said it would like some advice from the industry on the kind of rule that should be adopted to eliminate option time (AA, May 8).

■ One argument advanced for the CBS incentive contract at this time is that it would provide special inducement for stations to clear public service programs. The theory proceeds on the assumption that most affiliates will be carrying 60% of the network programming, so that each program cleared—including public service programs—will be paying a 60% rate. ≡

ARF Unit Finds No Valid Way to Compare Media

NEW YORK, May 17—There is at this time no measuring tool available to advertisers to compare the effectiveness of advertising in different media. Nor is there one looming on the horizon.

This seems to be the overriding conclusion of the audience concepts committee of the Advertising Research Foundation, which this week issued its full report on inter-media comparisons.

The committee, headed by Dr. Seymour Banks, vp of Leo Burnett Co., has labored over this problem for several years. As was indicated by Mr. Banks in a preliminary report two months ago, the committee found that the most promising area for solution of this problem is development of measurements of "advertising perception" (AA, March 20).

Such measurements would tell an advertiser how many people perceived his ad how many times. But the ARF committee conceded that there is now "a lack of appropriate techniques."

■ In a report laced with admissions of the inadequacy of existing research tools, the ARF had the following to say:

"There appears no way in which we can separate the simple concept of perception from some remembering response with which it is inevitably associated.

"Research on measures of perception is badly needed to develop new procedures and to improve our understanding of existing techniques.

"At this stage we are unable to define any specific measure of what is communicated by an ad.

"In this area of communication we are unable to describe any one completely satisfactory measure."

In short, the ARF recommends more research.

The committee report pointed out that even if perception could be measured, this would still not provide an "absolute measure of effectiveness." Advertisers will still want to know about "the kind of effect" the advertising message had, the report said.

■ The ARF committee rejected the concept of "advertising exposure" as a method of making comparisons between different media. It was pointed out that "exposure" fails to take into account the response of the consumer to the ad, as perception does. It was also pointed out that different media use different definitions of exposure and that there are even different definitions of exposure within one medium.

In addition to perception, the ARF committee singled out two other areas—communication and sales response—as potentially valuable fields for further research. Communication covers more than perception, it gets into the subject of consumer attitudinal responses to advertising—and the ARF report said "much of our future understanding of advertising and advertising media may originate in this area."

Sales response is an area in which the input of advertising and other factors are measured against the resultant sales, and the ARF report said, "There is great promise in research designed to isolate these factors, including particular media values, which together contribute to an outcome in sales."

In fact, the ARF committee said that work in this area of relating advertising to sales would "constitute the most direct attack on the problem of media comparison."

More Than 300 Already Enrolled for 'Advertising Age' Summer Workshop

(Continued from Page 10)

timate, and especially designed for informal discussion—will be followed by a general session in which all six will join with Walter Weir, chairman of the executive committee of Donahue & Coe, to score and comment on current print advertising.

Conducting the individual sessions will be Fairfax M. Cone, of Foote, Cone & Belding; Ernest A. Jones, president, MacManus, John & Adams; William D. Tyler, exec vp, Benton & Bowles and AA columnist; Everett D. Biddle, president, the Biddle Co.; Earle Ludgin, Earle Ludgin & Co.; and Chester L. Posey, senior vp, McCann-Erickson.

■ On the broadcast side, headliners on the "faculty" will include Stan Freberg, radio-tv writer-producer and performer; Dimka, head of Prestige Films, Paris, France; Harry Wayne McMahan, AA television commercials columnist; Mitch Leigh, president, Music Makers Inc.; and Virginia Graham, radio-tv personality.

Also scheduled for major participation in the workshop are such creative admen as William Bernbach of Doyle Dane Bernbach; Leo Burnett of Leo Burnett Co.; Marion Harper Jr., head of Interpublic, parent corporation of McCann-Erickson; Richard C. Christian, president of Marsteller, Rickard, Gebhardt & Reed; Hooper White, Leo Burnett Co.; Donald S. Frost, vp, Bristol-Myers Co.; Wesley Aves, president, Aves, Shaw & Ring, and a host of others.

■ Among those on the "faculty" representing the art direction side of the business are John W. Amon, vp and director of art, Needham, Louis & Brorby; Robert Pliskin, vp in charge of art, Benton & Bowles; Suren Ermoyen, supervisor of graphic design, BBDO; R. Lee King, vp and creative director, Edward H. Weiss & Co.; Lester Beall, advertising designer and consultant; James N. Hastings, vp and associate creative director, Campbell-Ewald Co.; and Herbert Motter, designer photographer, Studio Associates Inc.

Still other members of the faculty include Norman Cash, president, Television Bureau of Advertising; Robert F. DeLay, president, Direct Mail Advertising Assn.; Ed Graham, creative director, Outdoor Advertising Inc.; Edgar Kobak, management consultant; Hildred Sanders, vp and radio-tv director, Honig-Cooper & Harrington; Lawrence E. DuPont, vp for radio-tv, Tracy-Locke Co.; Norman D. Cary, creative head of Monroe F. Dreher Inc.; James M. Henderson, president, Henderson Advertising Agency; Jack de Celle, copy chief, Kenyon & Eckhardt, San Francisco; and Gordon White, vp and copy chief, BBDO, Chicago.

■ The cost of participation in the workshop is $125, which includes five meals and a complete workbook, but does not include hotel accommodations. Full details of the program are available by writing to Summer Workshops, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill. Or use the accompanying coupon to make your reservation. =

Continental Enters Retail Cigaret Field

(Continued from Page 1)

from broken cartons. This also is expected to push sales in vending machines, since the operator will receive a 25¢ bonus for every carton he places.

■ Mr. Jacobson said the Continental brands will be priced "exactly even" with competitive brands, although the retailer, by using the coupons himself, could reduce the package price and still show a profit.

He added that the 15¢ coupon is not planned as an introductory offer, but as a regular feature of the Continental brands.

Continental ad copy will refer to the three brands as the "double dividend" cigarets.

An eight-page special section in *Grocers' Spotlight* last week announced the campaign to the trade. Consumer ads will break June 5, with 12,000-line two-color insertions in the *Detroit News* and *Free Press, Pontiac Press, Ann Arbor News, Flint Journal, Saginaw News* and *Bay City Times*. Sunday tv supplements of the two Detroit dailies also will be used during the test period.

In addition, 1,662 spots (277 a week) are slated for radio stations WWJ, WJR, WXYZ and WJBK in Detroit, and 1,002 tv spots (167 a week) are scheduled for WWJ-TV, WXYZ-TV, and WJBK-TV, Detroit; CKLW-TV in Windsor, and WNEM-TV in Saginaw-Bay City.

■ S. C. Garfield, president of Garfield Advertising Associates, said that advertising plans after the six-week test will be based on sales during the period, but he added that radio, tv and newspapers still will be used. He said the budget will be based on case sales.

Garfield Associates is handling the Detroit market test, although Continental's national agency is Ritter, Sanford, Miller & Kampf, New York, which took over the account from Blackstone Steiner Co., New York, last December. =

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 1 to 4. My check for $125 covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 2, 3 and 4, is enclosed. (Or bill me ; bill my company .)

Name (please print or type)_____

Title _____

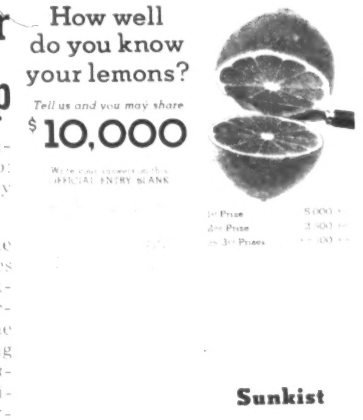
Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House (hotel accommodations are not included in Workshop fee) during the Workshop, check here ☐



ONE SHOT—*Sunkist's fresh lemon division will use this two-color page in the May 26 issue of Life as its major summer promotion. The ad is designed to persuade consumers "to do more thinking" about lemons and their uses, particularly about Sunkist lemons. Leo Burnett Co., Chicago, is the agency.*

Woolworth Plans Discount Chain

WATERTOWN, N.Y., May 17—Discount retailing took a major step forward today with the announcement that America's oldest and largest variety operation will establish a chain of discount department stores before the end of the year.

F. W. Woolworth Co. detailed the move to its annual stockholder meeting. With sales of more than $1 billion in 1960, Woolworth becomes the largest retailer in the U.S. to enter low-margin operations under the "discount" name.

President Robert C. Kirkwood said the new chain will not conflict with Woolworth's present lineup of 3,483 stores, which will continue as they are. The name of the new chain and sites of the first units were not revealed.

Probably only three retailers not in the food business—Sears, Roebuck; J. C. Penney, and Montgomery Ward are larger than Woolworth. Last year the variety chain did $1.03 billion in sales. For the first quarter of 1961, they were down 3.4% from 1960, to $282,591,958.

■ Meanwhile, General Merchandise Co., Milwaukee, announced formation of Midwest Corp., a subsidiary, to operate discount department stores. And City Stores Mercantile Co., New York, told its annual shareholders meeting that it plans to switch six of its units into discount operations.

The discount steamroller gained impetus last week at the S. S. Kresge Co. annual meeting, where it was disclosed that Kresge also plans a discount chain. The first outlet is in Redford Township, near Detroit.

In April, Allied Stores Corp. set up a new discount operation called the Almart stores division, and May Co. said it planned experimental operations aimed at lowering distribution and retail costs. =

Smith to Braun & Aldridge

Braun & Aldridge, Chicago, architect, builder and developer, has appointed Harry C. Smith director of marketing. Mr. Smith was formerly director of marketing of Curtis Cos., Clinton, Ia., manufacturer of windows, doors, cabinets and millwork.

WGN Elects Quaal Exec VP

Ward J. Quaal, vp and general manager of WGN Inc., has been elected exec vp and general manager.

American Airlines on the Wing; Y&R Loses $6,000,000 Account

(Continued from Page 1)

ad that appeared under his signature as a page in *Life* (AA, March 20).

When queried over the past year about the rumors of an impending account change, American officials steadfastly denied them and stated that "Young & Rubicam is doing a fine job for us."

■ The new competition for the account sets a dramatic situation.

One agency, Lennen & Newell, worked on the account for four years and only two months ago employed American's current ad director.

Another agency, BBDO, has on its roster the former account supervisor and the brother of the client's president. BBDO already services two other airlines, Air France and Western Airlines. Neither is competitive with American although all three lines happen to service Mexico City—Air France out of New York, American out of Chicago and Dallas and Western out of Los Angeles.

A third agency, Doyle Dane Bernbach, already services El Al Israel, which is not competitive with American. The agency has consistently been applauded for its El Al advertising.

A fourth agency, Ted Bates, has never serviced an airline but recently broke out of its package goods box by taking on Mobil gasoline.

■ When American changed agencies two years ago, its sales and profits were at peak levels. This time it's a different story. Investment in new jet equipment and a strong continuing trend toward low-fare coach travel have cut deeply into earnings. In 1960, American suffered a 43.9% decline in net profits, despite a volume gain of 13%. For the first quarter of 1961, it was in the red.

American and United Air Lines are the two largest carriers on domestic routes, each competing on the lush transcontinental routes. American has traditionally been the largest advertiser in the industry. Its $6,000,000 budget is currently divided 50% in newspapers, 20% in magazines and 30% in other media. It has long been a major user of radio with its "midnight" to morn shows over key metropolitan stations across the country.

When Y&R won the account, American officials said: "They have more of everything we need." One of the factors in Y&R's favor was its network of branch offices, deemed important in servicing an airline account. Of the five agencies now in contention, only BBDO can fully meet this qualification.

In addition to Bill Smith, BBDO has one other member of the old American Airlines advertising team in Suren Ermoyan. Mr. Ermoyan was art director on the American account at Ruthrauff & Ryan and Lennen & Newell—and he has the art director awards to show for it. =

WNEW to Handle Its Own Spot Sales

NEW YORK, May 19—Not satisfied to be the nation's top grossing radio station, WNEW will take over its own spot sales throughout the U.S., effective June 1.

According to John V. B. Sullivan, vp and general manager, WNEW last year grossed $7,000,000. Of this figure, $6,000,000 worth of time was sold by the station's New York sales staff and $1,000,000 worth of time by Robert E. Eastman & Co., its representative for sales outside its home city.

The owner, Metropolitan Broadcasting Corp., which also owns WIP, Philadelphia, and WHK, Cleveland, and has a purchase permit pending for KMBC, Kansas City, has set up a national radio sales staff under the direction of H. D. Neuwirth, former WIP sales boss (AA, March 31). Branch offices have been opened in Chicago, Detroit, and San Francisco.

■ With its own sales specialists to woo advertisers based outside of New York, Mr. Sullivan hopes these contracts can be boosted by $500,000 to $1,000,000. This plus the fact that Eastman had been paid a 10% commission will make the national radio sales staff a good investment for Metropolitan, Mr. Sullivan explained. Office space can be shared with Metromedia's Foster & Kleiser division in some cities, he added.

Mr. Neuwirth and his eastern sales manager will work with representatives Edward Petry & Co. and John Blair & Co. on sales for WIP and WHK, respectively. Mr. Sullivan said Metropolitan had no plans for self-representation for those stations. Their representative contracts do not expire for a while.

'Discount Merchandiser' Bows; Luncheon Speaker Cantor Hits Sears Ads, Margin

NEW YORK, May 16—Sears, Roebuck & Co.'s advertising and high profit margin were criticized today at a luncheon at which a new Super Market Publishing Co. publication, *The Discount Merchandiser*, angled at discount-store operators, was unveiled.

The criticism against the Goliath was hurled, unsurprisingly, by a discount chain operator, Sol W. Cantor, president of Interstate Department Stores, which has sales of $160,000,000 as against Sears' $4 billion.

Richard G. Zimmerman is publisher of the new monthly publication, which has a one-time b&w page rate of $750. Murray Bernhard is director of sales and Nathanial Schwartz is editor in chief. Initial circulation, controlled, is 15,000.

Mr. Cantor said Sears' current, and first, magazine advertising (AA, May 8) was conceived "only because they've been hurt by discounters."

He scoffed at the subhead which said Sears' profit "is less than 5%," pointing out that Interstate profits are 4% before taxes and 2% after, which he said is "more than adequate. I claim this 5% (pretax) is too much," he said.

Referring to the Sears copy which discusses the 50 anonymous comparison shoppers who check prices daily for Sears, Mr. Cantor remarked, "We have about 200,000 anonymous comparison shoppers who shop us." =

Spence Resigns from Grant

Frederick E. Spence, exec vp in charge of international operations of Grant Advertising, Chicago, has resigned and will join McConnell Eastman & Co., as vp in charge of the Montreal office. He will not be replaced, and his duties will be assumed by other Grant executives.

Providence Bank to Metcalf

George R. Metcalf Co., Providence, R.I., has been named agency for the Providence Institution for Savings, familiarly known as the Old Stone Bank.

sundays in philadelphia won't be quite the same after september tenth

that's when the locally edited Sunday Bulletin Magazine, printed in gravure and devoted to the interests of Greater Philadelphia, begins publication

Always stimulating, often provocative, occasionally controversial—that's the aim of the new Sunday Bulletin Magazine with its locally edited story of Greater Philadelphia and its people.

Here's the type of locally oriented reading you're apt to see in the new magazine: a Philadelphia educator writes about the pros and cons of cutting college years from four to three. Another: Philip Wylie tells how he always gets lost looking for his sister's home on the Main Line.

People—their aspirations, their foibles—will be the core of this new publication. And heightened editorial interest will provide the environment for increased attention to advertising columns.

These days, when every line of advertising must pull its own weight, introduction of the new Sunday Bulletin Magazine, printed in colorful gravure, should prompt a review of your 1961 plans.

In Philadelphia nearly everybody reads The Bulletin.

Member of Metropolitan Sunday Newspapers, Inc. Member of Million-Market Newspapers, Inc.

Ads Can't Get Book Off Launch Pad, but They're Good Boosters: Morrow

Publisher of 'Buy Now, Pay Later' Outlines How New Book Is Promoted

NEW YORK, May 17—How do you promote a book into a best seller?

Answer: It can't be done.

William Morrow & Co., one of the medium-size units in the publishing industry, has a lot riding on a book it will publish today, "Buy Now, Pay Later," a study by Hillel Black of the credit industry.

"Buy Now, Pay Later" is backed by a heavy promotion budget—heavy, that is, for the publishing industry. Morrow has already allotted some $15,000 for the campaign, which is two to three times more than it spends to promote its average book.

No one at Morrow, however, is ready to predict that this advertising will be translated into sales at the bookstore level. They are hopeful. But they all agree in calling this a gamble.

■ It is a gamble of some concern to Morrow, because there are already 20,000 copies of "Buy Now, Pay Later" in the hands of booksellers. This is well over the average sale of a book—and every one of these copies is returnable if not sold.

A consumer goods manufacturer with an inventory position like this might turn to a special advertising push to move the product off shelves. In the publishing industry, you sit back, wait for the reviews—and pray.

Morrow will have small box ads running this week in three issues of the *New York Times*. And it will make its big advertising splurge this Sunday with a page plus two adjoining columns in the *New York Times* Sunday book review section.

In addition, four small box ads are scheduled for the *Times* next week.

As far as immediate advertising plans go, that's it, except for co-op schedules arranged with bookstores in some 20 cities across the country.

■ Lawrence Hughes, vp and partner of Morrow, who was the editor on "Buy Now, Pay Later," told ADVERTISING AGE that "no amount of consumer advertising by itself will sell a book."

In the book business, as a matter of fact, advertising follows, rather than precedes, sales. A publisher first begins to advertise heavily to the consumer *after* a book starts to sell well.

James C. Finkenstaedt, vp and sales promotion manager of Morrow, confirmed this observation, saying, "Why, we'll even take full pages in the *New York Times* if this book goes."

■ The question is: What makes a book go in the first place?

Morrow believes it has set the stage for a strong takeoff by a heavy pre-publication promotion to the book trade. Mr. Hughes noted: "No book will sell unless the book trade is behind you."

The program for "Buy Now, Pay Later" involved the following steps:

1. When the book loomed on the horizon last year, editor Hughes first did some research. He found to his own satisfaction that consumer debt was a major economic problem, a "topic that is in the air." He also found, happily, that the subject had never before been tackled in a popular book.

2. As the chapters came in from the author, Hughes concentrated on selling the book within the house, because "the company itself first has to be enthused."

3. The book was formally presented to the Morrow sales staff in January. The 12 salesmen were given galley proofs of the book, plus some background information on the credit problem.

4. Armed with this orientation, the salesmen went on the road in February, March and April. Each salesman personally covered about 100 stores, soliciting direct orders. There are about 3,000 hard-cover book outlets in the U.S., of which about 800 are regarded by Morrow as "first-rate accounts." Morrow uses jobbers to cover the stores its salesmen do not reach.

5. At this early point, the selling approach was geared more to the subject matter—credit—than to the book itself. The aim was to convince the booksellers that credit was a problem that touches virtually everybody.

6. Unbound galleys of "Buy Now, Pay Later" were sent to the U.S. Army, U.S. Navy, U.S. Information Agency (all three of these government agencies buy books in quantity for their libraries), *Library Journal* and *Publishers' Weekly*.

7. An early galley also went to Virginia Kirkus' Service, New York. This is an advance book-reviewing service paid for by subscribing bookstores—and highly valued by the book publishers. Morrow was delighted when Miss Kirkus bulletined bookstores that "Buy Now, Pay Later" is a "sobering book and ought to be generally required reading."

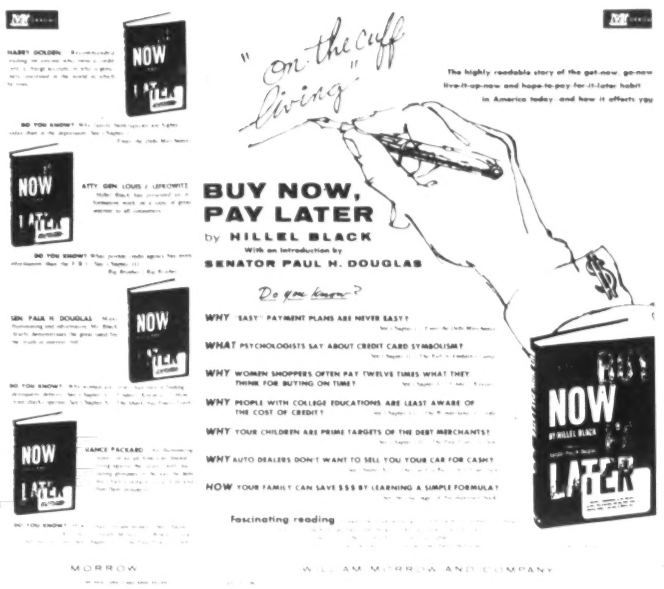
8. To get quotes that could be used in future advertising, Morrow sent copies of the book to 10 prominent people—and got back six usable comments. Among the endorsers were author Harry Golden ("recommended reading for anyone who owns a Diners' Club card"); New York attorney general Louis J. Lefkowitz ("an informative work on a topic of great interest to all consumers"); Vance Packard ("an illuminating report on an all-American disease") and newspaper columnist Richard Starns ("a terrifying documentation").

9. To get further ammunition to use on booksellers, Morrow sent copies of the book to 10 top bookstores, asking for comments. Back came raves from such weathervane stores as the Francis Scott Key Book Shop, in Washington, D. C. ("Promote it! You not only have a book that is readable, but one that could be the springboard to liberation for millions of harried citizens"); Miller & Rhoads, Richmond ("One of the most timely books I have read recently"); Burrows, Cleveland ("I am looking forward to it being a top best seller"); Kroch's & Brentano's, Chicago ("I look forward to this book making an early and prolonged appearance among the very top best sellers") and the Brown Shop, Pasadena ("It is a blockbuster, and we will sell it big").

10. James G. Milne, sales manager of Morrow, collected all these comments—from the booksellers and the prominent names—for use in a special brochure mailed to 2,500 bookstore owners and buyers. The bookstores were also supplied with point of sale die-cuts, to be inserted in copies of "Buy Now, Pay Later."

11. The bookstores also were approached via space bought in the catalogs published by book jobbers and via ads in *Library Journal* and *Publishers' Weekly*.

12. As publication date neared, Morrow brought in Mary Green, a free-lance specialist in book publicity, to promote the book in consumer channels. She has been contacting financial and labor editors, columnists and radio-tv personalities. Morrow is a publisher that believes strongly in "word-of-mouth" advertising.



KEY AD—*Biggest consumer ad planned by William Morrow for "Buy Now, Pay Later" is this full page and adjoining two columns scheduled for the May 21 New York Times book review section. Total cost of this ad: $3,000.*

■ Author Black, editor Hughes and other Morrow people were waiting anxiously this week for the reviews. Mr. Hughes pointed out that while this advance promotion to the trade is essential, no book will sell "if it doesn't live up to the advance promotion."

Reviews are considered "highly important" in the ultimate sales outcome—but this is an area over which the publisher naturally has no control. Not only is there no control over who will review the book, nor over the kind of review—but there is no assurance that the book will be reviewed during the week it is published, or even that it will be reviewed at all. Only a small percentage of new books get reviewed.

At Morrow, the *New York Times* is generally regarded as the key place for reviews. Both its Sunday review section and the daily editions are deemed important. Jim Finkenstaedt said, "Orville Prescott can make a book overnight." (Mr. Prescott reviews books in the daily paper.)

After the *Times*, Morrow people value highly the *Christian Science Monitor*, *Wall Street Journal*, *Chicago Tribune*, *Washington Post*, *Time* and *Newsweek*.

■ Mr. Hughes said Morrow usually figures on devoting 10% of its net sales on a book to promotion. With $15,000 already allotted to promotion of "Buy Now, Pay Later," this means the company is gambling on a 60,000 copy sale. ("Buy Now, Pay Later" is priced to retail at $3.95, of which the bookseller gets about 40% and the author between 10% and 15%.)

"We are gambling," Mr. Hughes conceded. "We feel we have a winner."

Morrow is a publisher that turns out about 120 books a year. In 1961, it plans to publish 78 adult fiction and non-fiction books under three imprints—Morrow, William Sloane Associates and M. S. Mill; 42 juveniles; 12 how-to-do-it, garden and cook books under the M. Barrows imprint; and 11 paperbacks under the Apollo label (a joint venture with two other publishers, Dodd, Mead and T. Y. Crowell). In addition, the company is the distributor of 11 "instant language" and spelling records.

■ The company is privately held, with a controlling interest in the hands of three executives—John T. Lawrence, president, and Messrs. Hughes and Finkenstaedt.

Morrow currently has 97 employes. Ross W. Baker Jr. heads a five-man advertising department, which places advertising directly. Richard Rostron is assistant advertising manager. In addition, there is a publicity director, John Shinn, and an art director, Lydia Fruhauf.

The company has one meal-ticket author, whose books require little in the way of promotion—Erle Stanley Gardner, who has sold more than 120,000,000 copies in his career. Mr. Gardner supplies Morrow with four new books a year, either under his own name or under the A. A. Fair byline. ≡

HUBERT R. SWEET

ARDSLEY, N. Y., May 16—Hubert R. Sweet, 51, director of media of Doremus & Co., died suddenly at Dobbs Ferry Hospital May 9.

Mr. Sweet had been in radio and tv media work for more than 20 years. Before joining Doremus, he had been with Atherton & Currier.

Lavenson Bureau Acquires Olanoff Advertising Agency

The Lavenson Bureau of Advertising, Philadelphia, has acquired Richard L. Olanoff Advertising Agency, Philadelphia, which will operate as a division of Lavenson with Mr. Olanoff as director. James H. Lavenson is president of the agency.

Richard Olanoff

James Lavenson

Mr. Olanoff opened his agency in January, 1960. Before that, he was creative director and account executive at Wermen & Schorr.

Westrate Joins Wade

Kent N. Westrate has joined Wade Advertising, Chicago, as account executive on Toni Co.'s Deep Magic products. Mr. Westrate formerly was with Tatham-Laird and before that was with Edward H. Weiss & Co.

Dean Simmons, Paralyzed Agency Head, Dies at 47

LOS ANGELES, May 16—Dean Simmons, 47, who successfully operated his own agency here since 1945 despite almost total paralysis of his arms and legs, died at his home May 6 after a brief illness.

When he was 19, he was injured in an automobile wreck that left him only with partial use of his left arm. A benefactor later financed him through a correspondence course that eventually led him into advertising. In the mid-'30s he joined Henry Mayers Co. here, and in 1945, after acquiring experience in broadcast and direct mail advertising, he opened his own agency. Until his death, Mr. Simmons conducted virtually all of his business via telephone from a bed in his offices in the western section of Los Angeles.

Although the status of the Simmons agency is undetermined, it was thought that the business will continue to be operated by Pauline Simmons, the late adman's widow and partner.

WILLIAM P. GARDNER

NEW YORK, May 16—William P. Gardner, 58, an administrative assistant to the president of Batten, Barton, Durstine & Osborn, died May 11 at his home. Mr. Gardner had had a long-standing heart condition.

Appointed to the president's staff four years ago, he had spent most of his career at BBDO and at its two predecessor agencies. He served in the production and forwarding departments of George Batten Co. from 1918 to 1922, and as assistant to the ad manager of Gould Storage Battery Co. from 1922 to 1927. Mr. Gardner joined Barton, Durstine & Osborn in 1927.

He became head of BBDO's outdoor ad department and later served in the media department and in client service.

EARL McGINNIS

POMPANO BEACH, FLA., May 17—Earl McGinnis, 67, retired general merchandising manager of the AC spark plug division of General Motors Corp., died May 16 in a hospital here.

He was AC's advertising manager from 1922 through 1945. He came to Flint in 1914, and was first employed by Buick. In 1945, he was promoted to manager of national account sales for AC, and to general sales promotion manager in 1947. He was made general merchandising manager in 1953 and retired April 1, 1955.

EDWIN CAHN

LOS ANGELES, May 16—Edwin Cahn, 67, director of West Coast operations of Pulse Inc., died at his home here, May 14, presumably of a cerebral hemorrhage.

Prior to joining Pulse in 1955, Mr. Cahn was with Avery-Knodel Inc., Los Angeles. Before joining Avery-Knodel, Mr. Cahn was a vp of George H. Hartman Co., Chicago. In the mid 1920's he joined J. J. Sugden, Co., predecessor of Hartman, which he left in 1952.

STASIA M. KIELY

HARVEY, ILL., May 16—Stasia M. Kiely, 68, veteran time and space buyer and former order department supervisor of Erwin Wasey, Ruthrauff & Ryan, Chicago, died May 14 after a short illness in Ingalls Memorial Hospital.

An employe of EWRR for 38 years, Miss Kiely joined the old Ruthrauff & Ryan agency on Dec. 6, 1922, the same year the agency opened its Chicago office. She was the agency's third oldest employe in point of service. ≡

"Ad Age is a Monday-morning habit with me"

says **WILLIAM R. FARRELL**

Director, Marketing Services Department

Monsanto Chemical Company

"Monsanto's complex interests in selling to literally almost every type of industry make it imperative for me to get my marketing news fresh. I welcome the way Advertising Age gets to the heart of the news quickly and concisely. It gives me information I want — in a timesaving style. That's why reading Ad Age is a Monday-morning habit with me."

Backed up by an academic background in business administration (A.B., University of Michigan) as well as house-to-house selling experience, Mr. Farrell entered advertising in 1933 as an interviewer for the A. C. Nielsen Company of New York. Five years later, he was named a vice-president of the Nielsen organization.

Mr. Farrell joined the Monsanto Chemical Company at St. Louis as advertising manager in 1954, after a decade as an advertising agency executive in the East. From January, 1955, until appointed to his present position in October, 1959, he was Monsanto's director of advertising. Mr. Farrell is a member of the board of directors of the Advertising Research Foundation and is chairman of the board of the Audit Bureau of Circulations.

Advertising Age

$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000

Who's on First?

Last Minute News Flashes

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

INDUSTRIAL SPACE SALESMAN

Leading industrial publisher has opening in New England territory for an enthusiastic, energetic, creative salesman. Unlimited opportunity for right man. Send detailed resume in complete confidence.
Box 4863, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copywriter

For our growing, medium size southwestern New York State agency. Several years of agency copy-contact experience handling industrial accounts absolutely necessary. You must be a self starter, a man that can develop and write ads, catalogs, direct mail, publicity in a positive, clear, sales minded style. If you are interested in working in a stimulating atmosphere with young and aggressive creative talent, send us a resume, realistic salary requirements, a small snap-shot and a few examples of your work.
Box 4884, ADVERTISING AGE
630 Third Ave., New York 17, New York

Want higher salary, better opportunity, security? NER reports on hundreds of $7,000-$35,000 job openings monthly. Get free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

TV-WRITER-PRODUCER

as partner to animator with animation equipment. Write to **Mr. A. R., 10641 Meuse, Detroit 24.**

Market Research Analyst

To head up new department in large Midwestern grocery products manufacturer. Graduate college work in field essential. Work involves research on advertising effectiveness, help in preparing sales forecasts and quotas, developing programs for testing new products, conducting research projects on potential volume, consumer reaction, buying habits, and anticipated profitability. Age range 30-42. Replies will be kept confidential. Write full details to:
Box 4885, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

N.Y.C. OUTDOOR ADVERTISING

Local Sales[illegible] Direct[illegible] of Advertisers. Unlimited opportunity for aggressive exp[illegible] willing to put in hours & anxious to make money. Other Men[illegible] Agency exp[illegible]. Write
Box 4886, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

[illegible]
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING AGENCY

TWO OPENINGS COPY WRITER AND CREATIVE CONTACT MAN BOTH MUST HAVE ADVERTISING AGENCY EXPERIENCE WELL ESTABLISHED ST LOUIS AGENCY SALARY OPEN REPLIES HELD IN STRICTEST CONFIDENCE OUR EMPLOYEES KNOW OF THIS AD
Box 4887, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Publication with established accounts and unlimited growth potential wants advertising space salesman New York City. Knowledge of skiing helpful. Send resume and salary requirements to **SKI PUBLICATIONS, INC., Hanover, New Hampshire**

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

Advertising Space Sales

Exceptional opportunity with national business publication in Cleveland and Chicago offices. If you have an outstanding record of achievement in magazine space sales and want an opportunity to join an organization that will recognize and reward creative application and results, you may be our man for one of these openings. Write in confidence, to **Management Publishing Corp., 22 W Putnam Avenue, Greenwich, Conn**

ADVERTISING PROMOTION
Copy & Research

Leading business publication wants to hire a man who can analyze space selling problems, design and conduct research projects, write strong letters, booklets and sales presentations. We're not looking for a production man. Tell us of your background in complete detail, state salary desired.
Box 4889, ADVERTISING AGE
630 Third Ave., New York 17, New York

*** THE AD MAN(N)**

AD MGR fast growing N. E. retail discount chain; complete ad dept responsibility to 16M
ASST ART DIR top Boston 4A agcy creative layouts to 10M
AE financial bkgd MBA helpful many fringe benefits to 8.5M
WORKING ART DIR one-man dept indl agcy exp to 7.5M
COPY space & sales prom adv 2-5 yrs consmr bkgd to 10M
ASST MGR adv publicity 3-5 exp in product adv programs all media to 8.4M
TECHNICAL WRITERS knowledge of publications, specifications & requirements to 10M

* Hank Mann, Manager
Advertising & Marketing Div
SPECIALIZED ORGANIZATION SERVICES
127 Tremont St., Boston HU 2-7730

EDITOR—ASSOCIATE

For nation's largest circulation light construction trade magazines serving builders, architects, dealers, contractors and home owners. Chicago. Competent writing and editing abilities vital. Knowledge of type, layout and photography desired. Position requires field reporting experience. Magazine background, journalism degree, and construction knowledge desirable. Moderate traveling. We want top talent. Salary open. Age 27-40.
Box 4906, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED SALESMAN wanted by top Radio & TV Musical Commercial Production House. Must have knowledge advertising agency set-up. Send resume to
Box 4909, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN WANTED

Business publication has opening for young advertising space salesman. Location: New York office with territory travel. Prefer man with minimum of three years sales experience advertising media. Write giving details of age, education, job experience, references, salary desired to
Box 4888, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ART DIRECTOR-LAYOUT ARTIST

Employed, 12 yrs experience. Ready for the agency that demands creativity and will pay for it. BFA, married.
Box 4869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCER

Unique bg in TV Programming, Mot Pix Prod & A-V Aids. Inventively thorough. Good Team Man in Visual Communications.
Box 4873, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN: I am presently employed, successfully selling for a top industrial publication with tough competition. Have increased billing and my share of the competitive "pie" in my territory. Good creative salesman; a self-starter able to manage myself and my territory. Want first-rate proposition with alive publication that wants a man able to produce top results. East only. If you need the right man, answer this advertisement now!
Box 4864, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEXICAN CONFIDENTIAL LISTENING POST—Experienced American writer available for advertiser, agency, trade association, magazine or newspaper group.
Box 4842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LINE DRAWINGS (soft & hard)
RETOUCHING, STILL LIFE
Walter Ozolins, Chgo. RA 6-5643
May I show you my samples?

College Grad, 28, Copy-Secretarial bkgd., desires position w/ future in PR or Adv.
Box 4890, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREELANCE ARTIST (top design, lettering, mechan illus) seeks business representation, space, what have you.
Box 4892, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DISPLAY DIRECTOR for agency or manufacturer. Head up dynamic point-of-purchase department. 15 years of brass tacks experience plus market research background. Close liaison with sales, merchandising, promotion departments and ad agency. Planning and control of all display programs. Field work with sales personnel. Also supervision of trade shows and exhibits. References, will relocate.
Box 4891, ADVERTISING AGE
630 Third Ave., New York 17, New York

RESEARCH ANALYST & ADM. ASST.

Experienced. Initiative. M.A. Sociology.
Box 4893, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL WRITER-EDITOR

4½ yrs experience in publicity & sales prom lit for electrical mfr.; also exp in gen publicity & co. mag. Wants challenging job, lots of responsibility—product publicity, external co. mag or sales prom lit. BS-Jour., age 30, family.
Box 4894, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THERE'S TOO MUCH ROOM AT THE TOP

Motion picture writer-director-producer manager this department for one of top 15 corporations as defined by Fortune. Location paramount. Present income 15 thou.
Box 4895, ADVERTISING AGE
630 Third Ave., New York 17, New York

FARM PUBLICATION

SALESMAN with finest farm advertiser and agency contacts in seven midwest states, seeks position as assistant publisher or sales manager for farm publication, or in allied field. Salary important, but challenge in changing picture of agriculture is crucial. Available June 1.
Box 4896, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE-LANCE COPYWRITER

Experienced Industrial, farm, consumer. Media include catalogs, direct mail and trade magazines. Fast. Moderate rates.
Box 4897, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR (Top Pro)

17 years exp. Highly creative, crisp modern layouts, top finish art, handle production, contact, organize, supervise. Firm or agency, relocate. Salary $9,000.
Box 4898, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRAFFIC

Experienced gal who thrives on work and bustle seeks Chicago agency position.
Box 4904, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL WRITER

Solid 7 yrs. experience in top industrial magazines, pr and ad agencies. Plus industrial background and engineering degree.
Box 4907, ADVERTISING AGE
630 Third Ave., New York 17, New York

Ambitious 1961 Advertising Design Graduate Willing to start at bottom and work way up. Interested in promotion, Direct Mail, Film And TV. Available June 1st for interview with portfolio.
Box 4908, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART APPRENTICE

Lively, bright (but not gabby) student from American Academy wishes summer art trainee job. Willing also to shoulder light typing, reception and filing duties. I like people, people like me.
Box 4910, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Space representatives wanted in Chicago area, Cleveland area, Philadelphia area, and Southeast United States for new electronic publication. Write
Box 4877, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Cleveland—Ohio area

Rep. wanted to handle well establ. trade mags. & directories publ. in Europe. Establ. business & growing potential.
Box 4899, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif

REPRESENTATIVES AVAILABLE

Eastern Publrs. Rep. ready to sell another established book. Best qualified for agric or marine market.
Box 4853, ADVERTISING AGE
630 Third Ave., New York 17, New York

ATTENTION MAGAZINE PUBLISHERS

Oldest magazine representative firm with fully staffed offices San Francisco and Los Angeles now owned and operated by experienced men 35-40 age bracket, has recently increased sales personnel and seeks additional publication to represent, either consumer or trade. If interested will gladly refer you to our present publishers as to kind of job we do for them. Address
Box 4880, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif

PUBLISHERS REP

Chicago base. 10 years exp. working with Midwest accounts and agencies. If you want your business increased through hard work and intelligent selling, write
Box 4900, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS' REPRESENTATIVE organization with highly experienced staff will represent one additional magazine in trade or industrial field. Must be major publication to fit in present group. Aggressive staff does intensive travel in eight mid-western states.
Box 4905, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANTED TO PURCHASE

Interest in a growing trade or specialized publication by young executive with ad background.
Box 4901, ADVERTISING AGE
630 Third Ave., New York 17, New York

$500,000 CASH
for TRADE PUBLICATIONS

Serious clients interested to buy. Write in confidence. **C. K. Feinberg,** Publications Broker, Box 1036, Newark 1, N. J.

BUSINESS OPPORTUNITIES

MONEY MAKER. Established clientele. 24 years same ownership. Creative planning, preparation, production of promotional and sales material, direct mail, sales contests, house organs, bulletins, motivation programs, etc. Full equipment for one-source production: offset presses, cold composition, plate-making, automatic typing, other depts. Owner takes out approx. 20% on gross around $100,000. New blood can double. Reason for selling: owner wishes to retire at 60; in remaining time can aid buyer if desired. Tremendous opportunity. Around $40,000 will handle. For information phone Floyd, Wabash 2-5007, Chicago, or write
Box 4902, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

INCREASE SALES, stimulate sales force with new, illuminating analysis of basic selling process by veteran merchandiser. Effective every type selling. Money back warranty. $1 sample copy, rebated on quantity orders.
Box 4903, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITERS!—FREE SAMPLE copy of PINK SHEETS listing top-notch USA markets for short stories, articles, books and plays available to you upon request. **Write today! Literary Agent Mead, 915 Broadway, New York 19, N. Y.**

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as 9½¢ each. Write for sample slides, full information to:
WORLD IN COLOR PRODUCTIONS, Box 392-F, Elmira, N. Y.

WANT PHOTOGRAPHY DONE IN EUROPE? Free Lance Photographer will be in France, Italy, Spain, England, for summer. Available for assignment. **Dee Genther, MU 3-5629, 213 E. 31 St., N. Y., N. Y.**

PRINTING SALESMAN

Young, aggressive, with some accounts, good knowledge of offset color work. Employer will give draw, commission and equity to the right man. $7 to $10,000 earnings.

Norman L. Mayell
GRAPHIC ARTS SPECIALIST
CADILLAC ASSOCIATES, INC.
29 East Madison Street
Chicago 2, Illinois

AD EXECUTIVE OR M'F'R WITH MEDIA BILLING

Fully accredited N.Y.C. advertising agency with seasoned creative staff in hard goods and specialty lines, heavy on collateral production offers salary & commission or partnership without investment to experienced adman with substantial media billing, consumer or trade. Willing to negotiate house agency arrangement with manufacturer. Write

BOX 750, ADVERTISING AGE
630 Third Avenue, New York 17, New York

PRODUCTION MANAGER

Highly qualified with large 4A Agency & company exp. in traffic, print (including collateral). Reliable. College graduate. Presently employed. Available in June.

Box 752, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VICE PRESIDENT-MARKETING

If you are a seasoned marketing executive with a broad background in the packaged products field, either with a company or an advertising agency, this opportunity to join the top management group of one of the country's leading advertising agencies should be of great interest to you.

We are seeking a well-qualified man to study all the factors involved in the successful marketing of packaged products, such as distribution, sampling, display, promotion, trade practices, pricing and competitive activities and to develop recommendations for our agency and clients. He should be accustomed to annual earnings of $35,000 or more.

In your reply, which will be treated confidentially, please include your professional and personal history, as well as your home telephone number.

Box 760, Advertising Age
630 Third Avenue, New York 17, New York

TRADE MAGAZINE

for sale. Southwest. Small circulation, audited, second class, will gross $90-$100,000 this year depending on effort put into it. Gross can be increased 50% with national sales effort. Magazine is highly profitable but publisher has developed other interests, wishes to sell for $80,000 cash or terms. Reply Box 748, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

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Fine, Fast, Fairly Priced Photography

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photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY — COMMERCIAL
CONVENTION — INDUSTRIAL

TRADE MAGAZINES WANTED

A long established, progressive multi-magazine tradepaper publishing company, in a program of expansion, is interested in acquiring one or more profitable trade magazines with growth potential. Minimum annual ad volume $200,000 per magazine. Strong editor or publisher identification with industries served. All cash or cash and stock. Write in confidence.

James B. Kobak
Box 751, Advertising Age
630 Third Avenue, New York 17, New York

CREATIVE HOUSE

PERSONNEL

Thanks to your magnificent support, advertising, at long last, has its own Talent Center.

Here's a place where you can find jobs.

Here's a place where you can fill jobs—from secretary to president.

And here, Glory be, are people who talk your language: advertising.

Some of our current jobs follow:

Art Director (Catalog)	$25,000
Acc't Sup., Industrial	$22,000
Senior Copywriter*	$22,000
Print-TV Writer*	$22,000
TV Artist-Producer	$20,000
TV Writer-Producer*	$18,000
Copy Chief*	$15,000
Food Acc't. Exec.*	$12,000
Market Research*	$12,000
Print-TV Writer*	$12,000
TV Art Director*	$12,000
Art Director*	$12,000
Copy Contact	$12,000
Copywriter	$12,000
Farm Writer*	OPEN
Industrial Writer*	OPEN
Ad Manager (Menswear)*	OPEN
Layout, Pkg. Design*	$10,000
Editor & Ad Writer	$10,000
Medical Copywriter	$10,000
Food TV Writer	$10,000
Art Director Illustr.*	$ 8,500
Utilities Acc't Exec.	$ 8,000
Food Copywriter	$ 7,500
Studio Film Writer	OPEN
Secretary to Pres.	$ 5,000
Layout-Production	$135 wk
Private Secretary	$400 mo
Media Typist	$375 mo
Secretary-Typist	$350 mo
Agency Personnel (Woman)	OPEN
Bookkeeper-Typist	OPEN

* Out of Chicago

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK • CHICAGO, 11 • DE 7-0001

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

We need an independent graphic arts manufacturer's representative to call on the sales promotion and advertising field. You will represent a new web printing process. Please call in N.Y.C.—PL 1-0150 or reply to
Box 747, Advertising Age
630 Third Avenue, New York 17, N.Y.

P R MERGER
WALL STREET PR AND "DEAL" FIRM SEEKS TO MAKE CONTACT WITH MERGER-MINDED PUBLIC RELATIONS FIRM.
BOX 746, ADVERTISING AGE
630 Third Avenue, New York 17, New York

ADVERTISING SALES MANAGER
for **METAL DISTRIBUTOR**, new metal industry publication. High salary plus no ceiling bonus arrangement. Cleveland, Pittsburgh or New York City location. Write in confidence to:
President, AMERICAN METAL MARKET, 18 Cliff St., N. Y. 38

DON HARRIS NEEDS . . .
these 8 hard-to-finds
WOMAN TV-PRINT WRITER, FOODS. Must be such right now, with important agency, on one or more important accounts. Verbal and visualizing zest. $18-$20M
AE with COPY BACKGROUND. Food or soft-drink experience helpful. Won't write a lot, but must have written. Will work with writers as if one of them. Strong in contact, supermarket merchandising. $17-$20M
CREATIVE ACCOUNT MANAGER (copy-contact). Can be with agency—or important food company as brand manager or advertising or sales promotion head. $15-$17M
(PACIFIC COAST) AE, food. Major national agency, major product. Mostly the Coast pays less, so. $13-$15M
LAYOUT ARTIST. Near-Chicago, 4-A, 25-person agency. Highly creative, with samples that prove it. NO AGE DEADLINE. Exceptional fringe benefits to $12-
LAST CALL: Research manager with marketing exposures. Southwest 4-A agency. to $12M
SALES PROMOTION WRITER, self-motivator, after-market experience. $7-$8,500
WOMAN EDITOR, house organ plus industrial relations pamphlets. to $7M
DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

Our 50th Year
ACCT. EXEC. Creative-food or beer exp. necessary. $15-18,000
TV ART DIRECTOR. Story-board exp., good poten. 4A agcy. 12,000
ART DIRECTOR asst.-layout, excel. oppty. mid-west agcy. 8,500
MANY MORE. MAIL RESUME.
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

EDITOR
Top position open in METAL DISTRIBUTOR, a new monthly publication for the expanding metal service center industry. Excellent career opportunity for ambitious, all-around editor who understands industrial sales, plant operation, and metalworking production and techniques. Write in strictest confidence to: **President, AMERICAN METAL MARKET**, 18 Cliff St., N. Y. 38

ASSISTANT ADVERTISING AND SALES PROMOTION MANAGER
To head up advertising, promotion and product publicity in our fast growing North New Jersey division (50 minutes from New York City) . . . a major producer of computer products and electronic materials. You will plan and produce all promotion material and work with corporate ad manager on advertising, trade shows, PR, etc.
If you're between 23-28, college grad, a down-to-earth writer, industrial ad experience helpful and want a real opportunity to work with a young aggressive marketing and management team . . . you're the man we can offer a good starting salary (depends upon your experience and qualifications), plus fringes. And . . . a real opportunity to grow with a multi-division expansion-minded manufacturer.
Tell us about yourself. Send resume (for New York area interview) to:
Box 749, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

MARKET ANALYST
Leading toy manufacturer requires a key man for its expanding Marketing Research Department. Full range of activities including store audits, consumer surveys, product development, etc. Two to four years marketing research experience necessary. Send resume and salary requirements to:
Mal Amondsen
MATTEL TOYS
5150 Rosecrans, Hawthorne, Calif.
(Los Angeles Area)

Wanted
ASSISTANT ADVERTISING MANAGER
Large regional midwest brewery with $2,000,000 advertising budget has exceptional opening for an Assistant Advertising Manager working directly under the Director of Advertising. Prefer man 28-35 years of age who has had 5 to 10 years experience in advertising department or agency, and has thorough knowledge of all phases of media including point-of-sale material. Responsibility is primarily executive. Need not be creative. Salary commensurate with experience and qualifications. Send complete resume, salary expected, and small photo.
Box 753
ADVERTISING AGE
200 East Illinois St., Chicago 11, Ill.

ADVERTISING COPY WRITER
One of the nation's top 500, fastest-growing merchandising-manufacturing companies wants an experienced copy writer, preferably with a farm background or advertising experience writing on farm products.
He should have initiative and imagination, plus a flair for putting his ideas to work effectively. He has made, or intends to make, copy writing his career. He should have an appropriate college degree or equivalent education, and should be under age 35.
Direct mail, newspaper, radio and television are among the media for which he'd write. We manufacture, distribute and advertise a wide variety of farm products to challenge his writing ability.
Beside the worthwhile starting salary, there are the obvious benefits (both career and fringe) of working for a really large and expanding company. No traveling. He'd work in year-round air- and light-conditioned comfort in one of Kansas City's newest and finest home office buildings.
We are a regional farm supply cooperative which serves upward of 450 thousand farmer patrons with petroleum products, feed, fertilizer, other farm supplies through more than 17 hundred retail cooperatives throughout the Midwest. We're the leader in our field; both our organization and our sales volume (over $168 million) are growing fast.
If you're the copy writer we need, mail complete information about yourself, including salary requirements. Your reply will be held in confidence.
CONSUMERS COOPERATIVE ASSOCIATION
P. O. Box 7305 K. C. 16, Mo.
Attn. Dept. 16

Sponsor Hall Is Hero of TV Emmy Awards Evening

'Hallmark Hall of Fame' Snags Five Awards and Sponsor Gets Extra Award

NEW YORK, May 17—A sponsor was the hero of the 13th annual Emmy awards last night. J. C. Hall, president of Hallmark Cards, received a special trustee award for his company's ten-year sponsorship of the "Hallmark Hall of Fame" dramatic series.

Altogether it was Mr. Hall's night, with his NBC-TV show walking off with five Emmys voted it by the members of the National Academy of Television Arts & Sciences. The advertiser, who was praised for backing blue ribbon programming, shared billing with William Shakespeare as "Macbeth" won accolades for acting (Judith Anderson and Maurice Evans), direction (George Schaefer), as the top dramatic show and as the outstanding tv show of the year.

■ Fred Astaire continued his winning ways by picking up two Emmys—one for best variety show and another for the best variety-musical performance. His "Astaire Time" (NBC) was sponsored by the Chrysler Corp.

Other winners:

Comedy show—Jack Benny (Stude Baker and Lever, CBS).

News—"Huntley-Brinkley Report" (Texaco, NBC).

Public affairs—"Twentieth Century" (Prudential, CBS).

Children's programming—"Young People's Concert" (Shell, CBS).

Best series actor—Raymond Burr in "Perry Mason" (Several sponsors, CBS).

Best series actress—Barbara Stanwyck in "Barbara Stanwyck Show" (American Gas Assn. and Alberto-Culver, NBC).

Supporting performer in a single show—Roddy McDowall in "Not Without Honor" (Equitable, NBC).

Supporting performer in series—Don Knotts in "Andy Griffith Show" (General Foods, CBS).

Music achievement—Leonard Bernstein for "Bernstein and the New York Philharmonic" (Ford, CBS).

Dramatic writing—Rod Serling for "The Twilight Zone" (L&M and Colgate, CBS).

Comedy writing—Red Skelton and his staff (S. C. Johnson and Pet Milk, CBS).

Documentary writing—Victor Wolfson for some of the Winston Churchill series (Metrecal, ABC).

Comedy director—Sheldon Leonard for the "Danny Thomas Show" (General Foods, CBS).

The awards were handed out during a 90-minute telecast on NBC. The special was sponsored by Procter & Gamble, with commercials devoted to Crest and Lilt. To tie in with the spirit of the occasion, the sales messages were delivered by actresses Laraine Day and Jane Wyatt. ■

Monsanto Boosts Jones

Chester L. Jones, director of sales, resin products, has been promoted to assistant director of marketing of Monsanto Chemical Co.'s plastics division, Springfield, Mass.

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

ARTIST needed by busy ad agency in pleasant Central Illinois city. Layout, illustration, finish experience required. Good salary with full benefits. Send resume. Box 744, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

IT'S A CINCH—Stauffer Chemical Co., New York, is using outdoor ads like this in selected Florida markets for Trithion, a preventive and killing spray for lawn chinch bugs. Outdoor will be used exclusively. Adams & Keyes is the agency.

Polson Buys West Indies Show

N. C. Polson Co. has bought a 26-week sponsorship of the only network newscast in the West Indies. Known as the "West Indian News," the 10-minute program is broadcast Monday through Friday inclusive over Radio Jamaica, Radio Demerara, Barbados Rediffusion and Radio Trinidad. Ronalds-Reynolds & Co., Toronto, is Polson's agency.

Want 'a Trade?

Your classified ad in Advertising Age may very likely do the trick for you!

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $5 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

This Week in Washington . . .

Congress Reacts to Minow Blast; Set to Block Reorganization of FCC

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 18—Federal Communications Commission Chairman Newton Minow was discovering this week that it is a lot easier to make a speech about the performance of the tv industry than to force any change.

Last week the podium was all his as he told the industry in several thousand barbed words how little he thought of its product. This week the industry, the Congress, and his uneasy colleagues at FCC found a way to demonstrate how little they think of Chairman Minow.

At this writing the whip still hasn't been applied to the chairman's back. But Speaker Sam Rayburn had pronounced sentence, and there usually isn't any appeal once Speaker Sam speaks.

■ At the time Chairman Minow appeared before the broadcasters' convention, Congress was marking time on a Presidentially-approved reorganization plan which tries to improve the performance of FCC by putting more administrative discretion into the hands of the chairman.

Similar plans have been published for other regulatory agencies. Because the need to eliminate useless red tape is so obvious, the members of these agencies and the people they regulate are united in wanting these reorganizations.

Some scattered opposition to a reorganization of FCC had been advanced before Chairman Minow appeared at the convention last week. Now this has swelled into a mighty flood. While the reorganization of the other agencies will be accomplished, Speaker Rayburn said today the House is not going to allow the reorganization of FCC to go into effect.

When he stood before the National Assn. of Broadcasters, Chairman Minow seems to have overestimated his own influence.

■ At that time NAB was inclined to stand on the sidelines and let the FCC reorganization go into effect. But broadcasters who found themselves seared by the chairman's incendiary phrases, thirsted for revenge. Many felt anything that adds to Chairman Minow's prestige and power is bad for their industry. Their association and friends in Congress came under pressure to pin the chairman's ears back. In the face of this industry indignation, Chairman Minow lost the support of his own commission and failed to get any help from the White House.

While the members of the commission have registered their willingness to demand better performance from broadcasters, several have been offended by the chairman's frequent use of the word "I".

Massive assaults on the FCC reorganization became possible when four commissioners, led by former Chairman Fred Ford, decided to lead the opposition. Although Commissioner Ford signified his support for the goal the President had in mind, and couched his opposition only in technical terms, the result for Chairman Minow was the same: Lack of support on a matter he regards as critical for the effective management of the commission.

■ In this hour of need, he was alone. The White House assured him the President was pleased with the speech that he delivered to the broadcasters. Yet the FCC reorganization—which was drafted in the office of White House Advisor James M. Landis—was left to stand or fall solely on the support that Chairman Minow could mobilize on his own.

The sharp speech which Chairman Minow delivered at NAB last week can be explained only if it is regarded as part of the transition that has been under way here since Jan. 20, when the New Frontiersmen came into office.

Chairman Minow's speech, and recent speeches by Federal Trade Commission Chairman Paul Rand Dixon seem to be designed to emphasize an important reality: There is new management in the regulatory agencies.

Eventually, of course, the new vigor may evaporate, and government may be allowed to sink back into its old way of doing things. But the new people have new goals in mind. And at the moment they are at the peak of their enthusiasm.

■ Although broadcasters were shocked by the frankness of Chairman Minow's speech last week, he undoubtedly chose the words he directed to the convention of the National Assn. of Broadcasters very carefully. Not even the most bigoted of the industry's critics have been more harsh. So the FCC chairman clearly must have had certain objectives in mind, possibly including the following:

• **1. A declaration of independence.** Investigators have contended that FCC, more than some other regulatory agencies, tends to identify itself with the people it is supposed to regulate. At the NAB, he seized an ideal opportunity to serve notice that things have changed.

• **2. A challenge to broadcasters.** Many people in Washington are finally beginning to realize how seriously the tide is turning against us in many parts of the world. By President Kennedy, and again by Chairman Minow, broadcasters were being reminded that the diet of violence, unreal situation comedies and escapism provides a sedative at a time when it is vital that tv stimulate our people to a mature understanding of themselves and the dangerous world in which we live.

• **3. An effort to mobilize public opinion.** While broadcasters are as fine and constructive a group as one is likely to find in any single segment of our society, their programming decisions inevitably respond to their understandable desire to make maximum profits. By getting the problems of tv programming into the open—onto the front pages—the FCC chairman creates a compulsion for them to be a bit more selective in choosing between profit and public service.

■ The Minow speech was particularly jarring to broadcasters because they had no reason to expect anything so harsh. In recent years, many FCC members have sounded as if they felt their jobs depended on a vote of confidence from NAB. Now Chairman Minow has swung to the opposite end of the dial, handling himself as if his last concern was the feelings of the people whose convention he had been invited to address.

In Chairman Minow, broadcasters are dealing with something new: A chairman who has a detached view of the industry he has been appointed to regulate. When you talk with him, he has the self confidence of a man who, at 35, has been able to give up a successful law practice for a brief term of public service. Having been confirmed for a seven-year term, he emphasizes time and again: (1) That he has no desire to be reappointed; and (2) that he has no intention of going into the broadcasting industry.

■ Analysis of his NAB speech readily demonstrates that his program is far from revolutionary. Last summer—long before Chairman Minow was on the horizon—FCC issued a basic policy statement which put the industry on notice that it was expected to improve its programming performance.

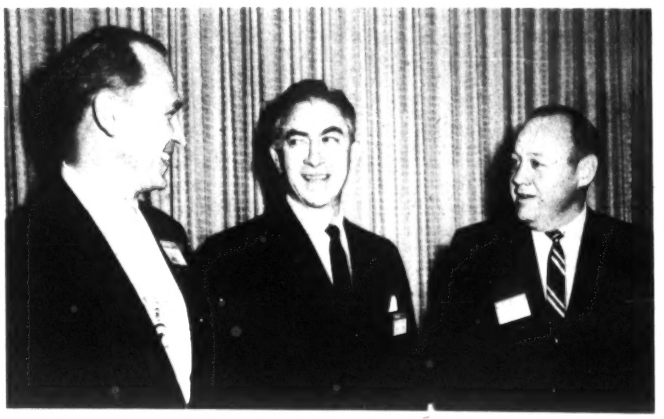
This sensible step was approved 5-1, under the leadership of Chairman Fred Ford. But Fred Ford was never successful in capturing the attention of either the broadcasters or the public. Virtually the same program, now rephra ed in the biting words of Newton M`now, hit the broadcasters like something out of the blue.

■ In its pre-Minow policy decision last July, FCC mentioned various types of programming that a well-operated station should provide. The commission said it would expect broadcasters to make an intensive effort to determine the needs of the individual community, and then to meet the needs. "We do not intend to guide the licensee along the path of programming," FCC declared. "On the contrary, the licensee must find his own path with the guidance of those whom its signal is to serve" (AA, Aug. 1, '60).

Less publicized than the Minow speech was the significant policy statement by FTC Chairman Dixon at the meeting of the National Better Business Bureau at Phoenix.

Last week, to the embarrassment of his hosts, the new FTC chairman signified that he is not entirely sold on "self regulation" in advertising, as exemplified by the better business bureau movement. "It is extremely difficult, if not impossible," he said, "to design an impressive temple where provision must be made for the care and feeding of sacred cows."

The better business bureaus and the other agencies of self regulation are fine, as far as they go, he seemed to be suggesting. But, under his direction, the FTC intends to keep an eye on those "sacred cows," so that the voluntary organizations can concern themselves solely with "the vast majority of business men who have the honor and capacity to police themselves."



Thomas Swisher Chapin

NEBRASKA BROADCASTERS—*New officers of the Nebraska Broadcasters Assn. are Arden E. Swisher, sales manager, KMTV, Omaha, president; Bob Thomas, general manager, WJAG, Norfolk, vp; and R. W. Chapin, general manager, Stuart Stations, Lincoln, secretary-treasurer.*

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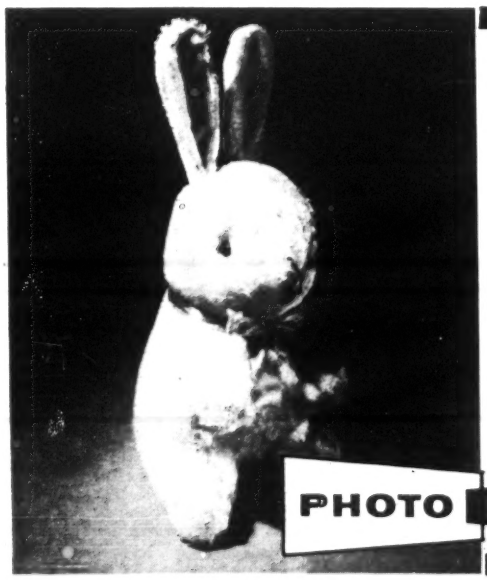
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The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

FIRST NATIONAL AD—*This spread in the Aug. 31, 1929 issue of The Saturday Evening Post is believed to be the first national ad run by Mars Inc.*

'I Have a Lady, Doctor' . . .

Mars Ad Budget Grew from $300 in '21 to $3,000,000; Puts Half in Spot TV

Candy Marketer Feels Dieting Has Caused 3-Year Sales Plateau

By Emmett Curme

CHICAGO, May 16—Mars Inc., which reportedly is the world's largest manufacturer of chocolate-covered candy bars, ascribes its success to three simple reasons. In addition to the two obvious ones—excellent products and good distribution—Mars has always been a strong advertiser and always has outpromoted its competition.

The late Frank C. Mars, who started the company in his Minneapolis home in 1920, would be amazed at the size of the Mars operation today. In the early days, Mr. Mars and his wife, the late Ethel Mars, produced candy on their kitchen stove and then went out and sold their products. Today, Mars Inc. produces an average of 10,000,000 candy bars daily at its one and only plant, in Chicago.

■ In 1921, Mr. Mars invested some $300 in advertising, which consisted largely of point of sale materials. Later in the 1920s, the company started using outdoor advertising—a medium it still uses heavily today. In 1929, Mars moved into national advertising, using such publications as *Collier's* and *The Saturday Evening Post*.

After nearly 20 years of advertising, Mars hit the jackpot in 1939. As an experiment to promote Milky Way candy bars, Mars picked up the sponsorship of a radio program called "Dr. I.Q." The program was produced in an Atlanta theater and broadcast on an Atlanta station.

After 13 weeks on the air, Mars' sales in Atlanta showed a tremendous increase. By the end of 1939, National Broadcasting Co. put the "Dr. I.Q." show on its radio network, and the show soon became a national success. "I have a lady in the balcony, doctor," became a familiar catch phrase throughout the U.S.

The show became so popular that Mars brought out a Dr. I.Q. candy bar in 1941, but discontinued the product in 1946. Mars dropped sponsorship of "Dr. I.Q." in 1947.

■ Following World War II, Mars moved into a new advertising medium—television—and has sponsored such children's shows as Mary Hartline's "Super Circus," "Buffalo Bill Jr." and "Howdy Doody." For a number of years, Mars experienced sizable gains in sales because of the tv advertising.

However, the bloom left television for Mars after the 1959-'60 season. Mars spent a good portion of its budget for participations on "Disneyland" and "Broken Arrow." Sales failed to show an increase. "It was not the right kind of buy for us," a Mars official said.

He went on to explain that because of its seven products, the company has different sales situations in various markets throughout the country. For example, he pointed out, Snickers bars are strong in some areas, weak in others. Mars advertising lost its emphasis in some major markets, he said.

■ For the 1960-'61 season, Mars decided to drop all network tv in favor of local spot tv in 35 major markets. "All of our tv spots are tailored as far as products and markets are concerned," the Mars official said. "To back up our tv, we are using outdoor in 200 markets. We find that we get frequency with outdoor that we can't get with tv. Tv and outdoor complement each other."

Mars has an advertising budget this year of $3,000,000. Of this money, about 50% goes into spot tv, 48% into outdoor and the other 2% into subway cards in New York City. Mars also invested $3,000,000 in advertising in 1960 and 1959.

■ A vital part of the Mars advertising is its symbol—"Mooky," the animated cow, which was created last fall by the company's current agency—Needham, Louis & Brorby. "Mooky" is used in all Mars advertising and has created an image for all Mars products, according to the company.

Mars has been a relative stable account from an agency's point of view, having employed only four agencies over the last 24 years. Grant Advertising handled the account from 1937 until 1950; Leo Burnett Co. from 1950 to 1956; and Knox Reeves from 1956 until 1959, when it lost Mars to NL&B. Both Grant and Burnett resigned the candy maker.

■ Mars has experienced a swift and remarkable growth over the past 40 years. In 1922, the company had less than $100,000 in sales. In 1929, the first year of the big depression, sales had vaulted to more than $20,000,000, with all of the proceeds coming from 5¢ candy bars.

During the next ten years, growth was steady but not as rapid, with 1940 sales reaching about $25,000,000. By 1950, sales had climbed to an estimated $47,000,000. Last year, Mars' sales reportedly ran between $60,000,000 and $65,000,000. Exact figures are not available because Mars is a privately held company.

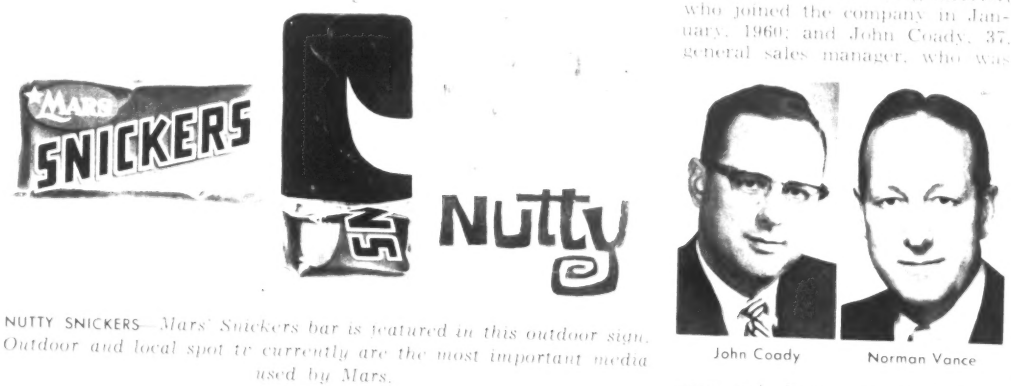
However, sales have been at the $60,000,000-$65,000,000 level for the past three years, and this situation has worried Mars officials. They point out that candy consumption in the U.S. last year was about 16 lbs. per person—about the same as ten years ago.

■ The candy industry in the past had the reputation of being staid and conservative. Candy companies generally do little or no advertising, with a few notable exceptions. Weight reduction fads have hurt candy consumption in recent years.

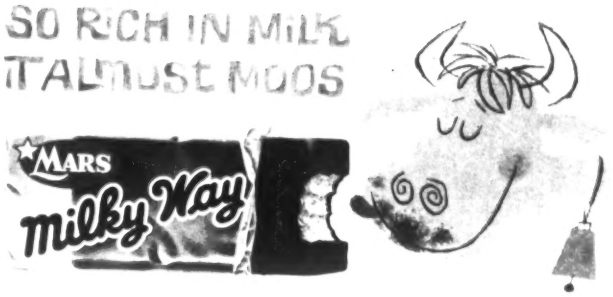
The picture has changed over the past two or three years, however. Candy makers have been hiring experienced marketing and advertising personnel from such marketing giants as Procter & Gamble, General Foods and Lever Bros. Many new products have been introduced, and new merchandising techniques have been developed which have made the competitive situation much tougher.

The fight for shelf space in the supermarkets has increased. In addition to regular competition in the bar candy field, such companies as Mars have faced additional competition from "boxed candy" companies like Stephen F. Whitman & Son and E. J. Brach & Sons, which have invaded supermarkets with small packs of their candies.

■ In an effort to hypo its sales and meet its competition, Mars has completely revamped its marketing team over the past 18 months. The key members of the marketing team are Norman Vance Jr., 45, vp and director of marketing, who joined Mars in this newly created position in November, 1959 (AA, Nov. 9, '59); Richard W. Solon, 37, advertising director, who joined the company in January, 1960; and John Coady, 37, general sales manager, who was promoted from central division sales manager in February, 1960.



NUTTY SNICKERS—*Mars' Snickers bar is featured in this outdoor sign. Outdoor and local spot tv currently are the most important media used by Mars.*



MOOKY—*Mooky, the animated cow, is the symbol of Mars Inc. and is featured in all of the company's advertising.*

John Coady Norman Vance

Before joining Mars, Mr. Vance was president of Callerman Co., Skokie, Ill., food broker. Mr. Solon formerly was a product manager with the Post cereals division of General Foods.

Richard W. Solon

In addition, Mars last fall established a new products development department and named William F. Suhring to head up this department (AA, Nov. 28). Then Mars appointed John F. Elrod as director of marketing research, succeeding Mr. Suhring (AA, Dec. 12). Mr. Elrod formerly was economic analyst of United Air Lines.

■ One of Mr. Vance's first jobs was helping to move the Mars advertising account from Knox Reeves Advertising, Minneapolis, to Needham, Louis & Brorby (AA, Nov. 16, '59).

"Needham, Louis has done a terrific job for us," one Mars executive said. "They are hard workers and have produced some excellent advertising for Mars."

The agency works on a straight 15% commission basis and produces all of Mars' advertising, since the company does not have an advertising department, with the exception of Mr. Solon. The key men on the Mars account at NL&B are Vinton Hall, management representative; John Nagel, account supervisor, and Carl Eller, account executive.

■ Mars markets seven products—six candy bars and Marsettes, bite-size chocolate pieces with caramel and mint cream centers, packaged in roll form. The six bars are Milky Way, Snickers, 3 Musketeers, Mars bar, Forever Yours and Mars Coconut bar.

Milky Way is by far the largest selling Mars product—accounting for an estimated 40% of all Mars sales. Milky Way is believed to be the second largest selling 5¢ candy bar in the world, ranking second only to the Hershey milk chocolate bar.

Snickers and 3 Musketeers also are big sellers for the company, ranking among the top ten selling 5¢ candy bars in the U.S. Snickers and 3 Musketeers account for an estimated 20% apiece of total Mars' sales.

In the 10¢ bar field, the Mar bar rates as the second largest seller, ranking just behind Peter Paul Mounds. All of the Mars products, with the exception of Marsettes, come in the 5¢, 10¢ and 15¢ sizes. Marsettes, which were introduced in 1957, sell for 10¢ a package and 39¢ a box. Marsettes are the company's first entry in the box candy field.

Earlier this month, Mars introduced to its sales force junior-size bars of Milky Ways, Snickers and 3 Musketeers, packaged in polyethylene bags. The bags, which will sell for 59¢ and contain more than 1 lb. of candy, are aimed at the Halloween "trick or treat" crowd.

■ Mars has national distribution for all of its products, but distribution is better for some than for others. Milky Ways are sold in 98% of the food stores in the U.S. and in more than 800,000 retail outlets (more than 1,000,000 outlets, if vending machines are considered). Snickers bars, on the other hand, are very popular in the South but have spotty distribution in other areas of the U.S.

Although more than 75% of Mars' sales come from 5¢ candy bars, the company's 10¢ bars have been increasing in importance over the past four years. The trend is true generally in the candy field. It is estimated that about 20% of Mars' revenue comes from 10¢ bars. On the other hand, 15¢ bars account for only 2% to 3% of Mars' sales. They are made primarily for consumption by theater goers.

Up until this year, Mars maintained a strict one-price policy to all distributors, regardless of size—an unusual situation in the food and candy field. The company deviated from this policy several months ago and now allows a 2% discount for full truckloads of Mars products purchased.

■ Outpromoting its competition

(Continued on Page 124)

MARSETTES—*A French theme was employed in this outdoor poster to feature Marsettes—Mars Inc.'s first entry in the box candy field.*

Mars Bars . . .

has been a Mars tradition since its founding. "Our biggest tool is advertising," one Mars official said.

With a $3,000,000 advertising budget, Mars reportedly is the largest advertiser in the bar candy field. (Hershey Chocolate Corp., probably the world's largest candy company, is the most famous non-advertiser in the world.)

Mars' three other largest competitors have smaller ad budgets. Peter Paul Inc. invests more than $2,000,000; Curtiss Candy Co. has a $1,000,000-plus budget; and Nestle Co. spends about $1,000,000 to promote its line of candy products.

■ In addition to the national candy companies, there are thousands of local and regional candy makers scattered throughout the U.S. Despite the fact that many of them market excellent products, the large majority of these companies do little or no advertising.

Mars devotes the biggest portion of its ad budget to the promotion of Milky Way—its best seller. Snickers and 3 Musketeers also are widely promoted, and Marsettes, which the company feels has a bright future, has also received some generous ad allotments. Mars has not promoted its Forever Yours and Mars Coconut bar since 1958. #

POPAI Elects Fenster

Harry Fenster, president of I. Fenster & Sons, Brooklyn, has been elected president of the Point-of-Purchase Advertising Institute. He succeeds Richard H. Dickson Jr., president of Indiana Wire & Specialty Co., Indianapolis, who was elected chairman of the board. Carl Bergmann, president of Palmer Associates, New York, was elected treasurer.

'Pl' Names Wortman

Printers' Ink, New York, has appointed Victor Wortman, formerly editor of two magazines for Allstate Insurance Co., Midwest editor in Chicago succeeding Maurice English, who has resigned to become editor of the University of Chicago Press.

PROOFREADING
IS IT LATER THAN YOU THINK?
DO YOU WANT TOMORROW'S JOB TOMORROW?
READ/IT, INC
53 W. Jackson Blvd. • Chicago 4, Ill.

FM Stations See Ad Boost from Stereocasting

(Continued from Page 3)

strate their records in stereophonic broadcasts.

The regular mass product advertiser, however, will not be attracted to the medium until he sees a substantial interest in it by the general public, according to Herbert Mendelsohn, sales manager of WABC-FM, New York. He expected his station to be equipped for stereo before the end of the year. "We hope to adopt stereo as soon as we can, but it still has not been determined when the transmitting equipment will be available and how much it will cost," he added.

Another WABC-FM executive said the industry was caught off-guard, having expected the FCC to approve the Crosley system of multiplexing, rather than the Zenith-GE plan.

■ John Rieger, president and owner of WLIR (fm), Garden City, N.Y., said he planned to move into stereo broadcasting as soon as equipment is available. He expected this would not be for a month or two.

WLIR already is multiplexing background music (for stores, restaurants, etc.), so the station has part of the equipment it will need for stereophonic broadcasting. Mr. Rieger estimated that additional equipment for the station would run about $2,500.

Mr. Rieger likened stereo fm to color tv. Just as people tended to hold onto their b&w sets, procrastination will keep them with their old monaural fm sets for some time to come. There will be a boost in advertising on fm, but not in the immediate future, Mr. Rieger said.

WRFM, New York, expects to begin stereo broadcasting within six months. The station will probably confine stereo to the evening hours, Edith Dick, station manager, said.

■ Most fm radio manufacturers don't expect to have stereo models to show their dealers until late June or July, and sets won't be on the market until the fall.

Zenith expects to have stereo consoles available to consumers shortly after Labor Day. Table models will be ready about 90 days later. Prices will range from $30 to $60 higher than comparable monaural fm receivers. The company will set its ad plans about mid-June.

Zenith has prepared a 12-page booklet, "Factual Answers To Your Questions about Stereo FM Broadcasting," which it will distribute soon through its dealers and its showrooms. Some time this summer, Zenith's Chicago fm station, WEFM, expects to begin stereo broadcasting.

Motorola, which sees stereo fm as a real "shot in the arm," expects to introduce 10 or 12 stereo consoles to dealers early this summer. Advertising will be launched when sets are ready for sale some time in the fall.

■ Radio Corp. of America and Olympic expect to begin production about July. RCA has also developed an adapter for multiple broadcasting and expects to have it ready for broadcasters about the same time.

About ten hi-fi units in Olympic's new line will be equipped with stereo fm receivers. The company also will produce adapters for current models and will equip a large number of tv-radio-phono combinations with stereo fm. Olympic does not plan to manufacture any stereo table models because it feels a larger unit is necessary to house the stereo equipment. The company will slant its advertising toward stereo in a fall print campaign.

Pilot Radio Corp. plans to produce five or six radio-phono consoles equipped with stereo. These units will range from about $400 or $500 to $3,500. The company also will produce stereo components. Print ads will start about September when the stereo equipment is ready.

Two "stereo theater" radio-tv-hi-fi combos will be furnished with fm by Muntz. The company doesn't expect stereo to increase the cost of the combo by more than $10.

Stromberg-Carlson has designed an adapter kit as an adjunct to its current Young 'America line of radio-hi-fi consoles for stereo fm reception. The company has no plans yet for the production of fm sets with stereo already built in. Stereo will be promoted, but no ad plans have been made yet. #

DISCOVERER—*Tom Heath (right), account executive, Leo Burnett Co., Chicago, registers pleasure as Sid Warden of Sunset Magazine's Chicago office informs him he is the lucky winner of the Sunset Discovery Trip. The trip (to the West Coast, of course) was given in a drawing of names of Chicago area advertising men who attended a Sunset presentation luncheon.*

'Puck' Offers Cars in Ad Competition for Art-Copy Teams

NEW YORK, May 16—*Puck—The Comic Weekly* today started its second annual $25,000 "Ad Utopia" contest for creative agency people.

The contest, open to two-member copywriter and artist teams, closes July 7. Under rules of the competition, which last year drew 220 entries, the teams write and lay out "the perfect ad for *Puck*." The product may be real or fictional, so long as it has broad consumer appeal. Teams can use continuity strip, display, or other techniques.

First prizes ("winners can toss a coin to see who gets what") are two 1961 station wagons—a Dodge and a Plymouth. Runners-up get a 1961 Valiant sedan and a 1961 Lancer; 36 additional prizes of Philco products ranging from tv-stereo combinations to portable stereos are offered.

■ Ads will be judged "on the basis of originality, professional skill and probable sales impact," according to J. Hugh E. Davis, vp and general manager of *Puck*. Three judges who served last year (when a Cunningham & Walsh team copped the honors) form the new panel: John Orr Young, advertising consultant; Walter O'Meara, author of "The Savage Country" and a former agency man; and Albert Dorne, illustrator and a founder of the Famous Artists School. #

Cramer-Krasselt Adds Faude

William D. Faude has joined the marketing department of Cramer-Krasselt Co., Milwaukee. Mr. Faude was formerly manager of marketing services of the pioneer-central division of the sonic energy products group of the Bendix Corp.

SPORTS • CARTOONS • PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44th STREET NEW YORK 18, N.Y.
SEND FOR PRICES including FREE SAMPLES
"POCKET TELEVISION" "MOVIE FLICKER BOOKS

Book Honoring James Webb Young Set for Summer

CHICAGO, May 18—More than a dozen leaders in advertising and business thought are contributors of essays to "The Promise of Advertising," a book to be published in the late summer to honor James Webb Young, advertising's elder statesman, in the year of his 75th birthday.

Edited by C. H. Sandage, head of the department of advertising at the University of Illinois college of journalism and communications, the book will present a selection of looks at advertising in the American society, defining its purposes, examining its accomplishments and forecasting its future role.

The essay contributors, in order of their chapters, are Paul G. Hoffman (foreword); Mr. Young himself; Harold B. Thomas, a founder and former director of the Advertising Council; Theodore S. Repplier, president of the Advertising Council; Charles H. Kellstadt, board chairman, Sears, Roebuck & Co.; Norman H. Strouse, president, J. Walter Thompson Co.; Burleigh B. Gardner, executive director, Social Research; Donald R. Longman, president-elect, American Marketing Assn.; Martin Mayer, author; Marion Harper Jr., president, McCann-Erickson; Mr. Sandage; Roy E. Larsen, executive committee chairman, Time Inc.; Howard Morgens, president, Procter & Gamble Co.; Charles G. Mortimer, chairman, General Foods Corp.; and Sherwood Dodge, vp and director of marketing, toilet articles division, Colgate-Palmolive Co.

■ It will be published by Richard D. Irwin Inc. All royalties from the $5.00 book and all income to the publisher above his costs will accrue to a fund for education in advertising, which was established in Mr. Young's name at the University of Illinois (AA, Nov. 7, '60).

Contributions to the fund may be sent either to Dr. Sandage at the University of Illinois in Urbana, or to G. D. Crain Jr., ADVERTISING AGE, 200 E. Illinois St., Chicago 11. #

Find Alternative to Mails, Berry Tells Magazines

(Continued from Page 2)

on editorial and 100% increases on advertising portions. Both stressed that magazine advertising volume has dropped from peak years, and that the drop in early 1961 has been particularly sharp.

Rep. Berry questioned them about the efforts of publishers to develop distribution outside the mail. With the nation becoming increasingly urbanized, he suggested this may become practical and may be a good solution both for the publishers and the Post Office.

Publishing industry witnesses emphasized their belief that Post Office accounting fails to identify public service costs which are loaded on mail users, and does not accurately separate the cost of handling big national magazines from the cost of handling other less remunerative kinds of mail.

They said they are willing to pay their full costs when these are properly identified, but that no users should be required to pay costs incurred in behalf of other users. Rep. Berry said he agrees in principle. "I feel no taxpayer should have to pay costs incurred in behalf of people who use the mail," he said. #

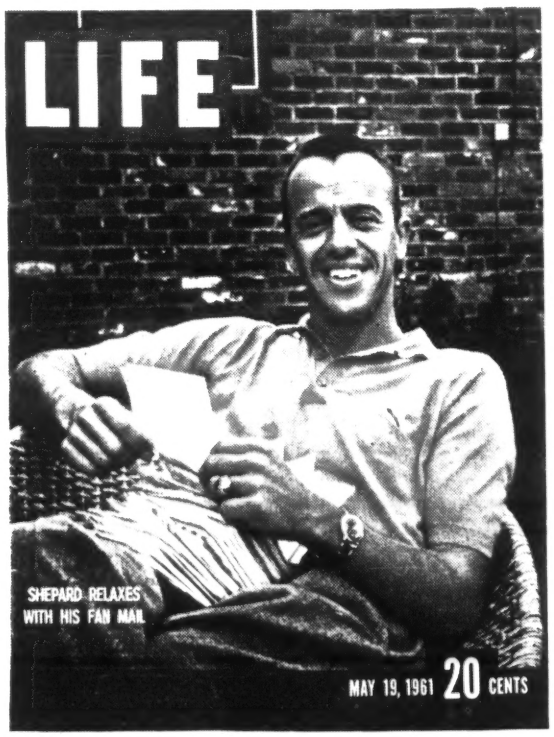
Big... EXPLOSIVE NEWS is about to happen in Remarkable ROCKFORD
FREQUENCY and BULK DISCOUNTS will become AVAILABLE JULY 1st in the ROCKFORD MORNING STAR & Register-Republic

EXCLUSIVE IN LIFE:

Shepard's personal story of his ride into space

Commander Shepard's personal story is the eleventh article in a series—appearing *only* in LIFE—in which the Astronauts and their wives are *themselves* keeping Americans well-informed on the progress of Project Mercury. It is the third article written in whole or in part by Commander Shepard himself.

For the life of your times—as you can find it mirrored nowhere else—turn with more than 20 million American homes to the pages of LIFE.



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KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV IS FIRST IN S.F. WITH:
–most homes reached
–most "top 20" programs
ARB, March, 1961

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SEAL OF GOOD PRACTICE